THE AMERICAN HOME

February 35¢

6 BEST HOMES FOR THE MONEY WITH BLUEPRINTS YOU CAN BUY


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A SPARKLING GUIDE TO ADD SPICE TO EVERY ROOM IN YOUR HOME

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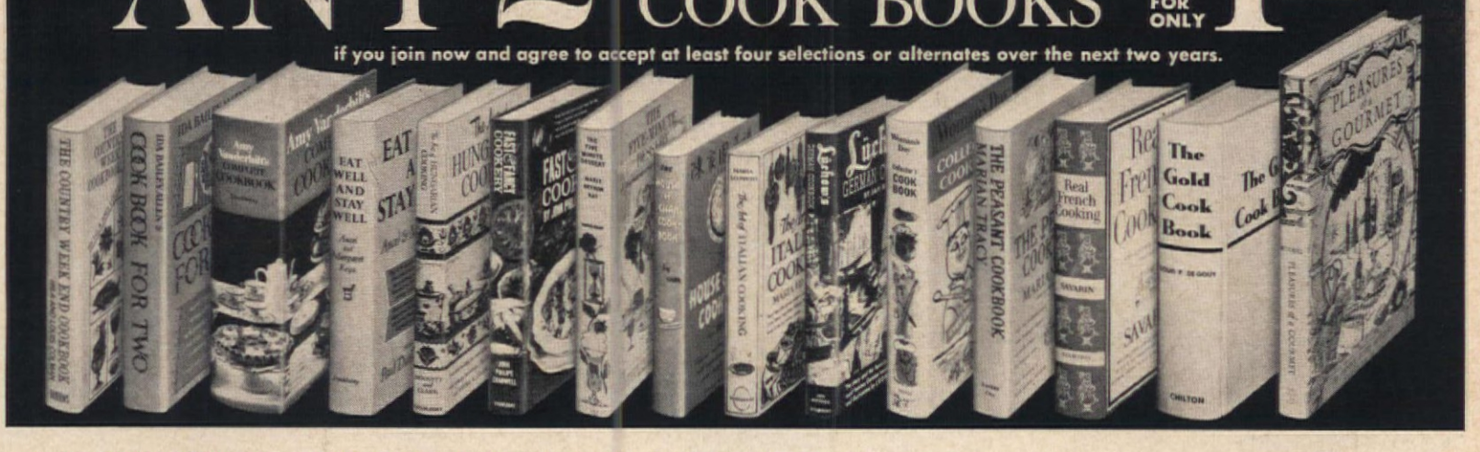
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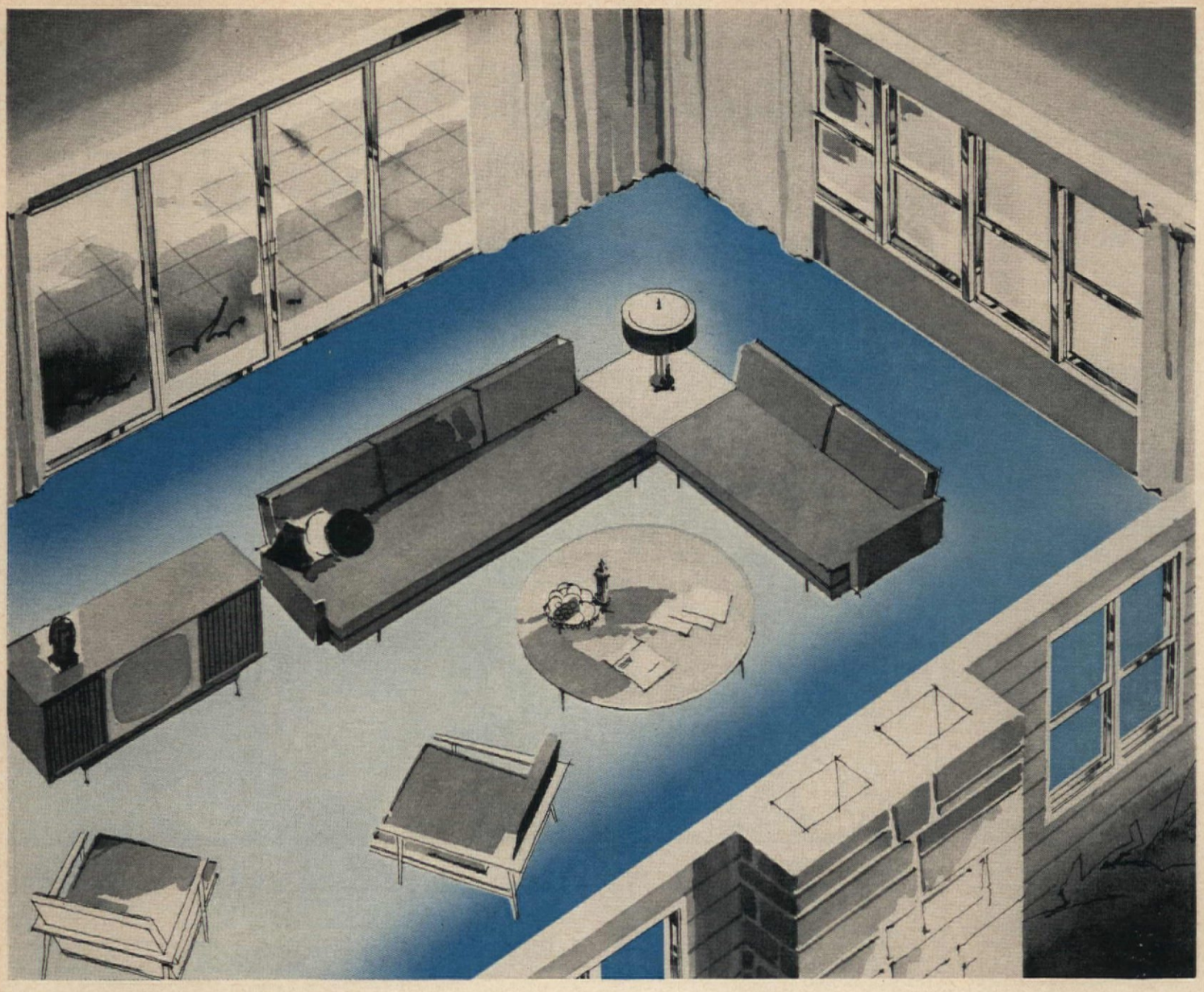
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- ☐ Real French Cooking (145)
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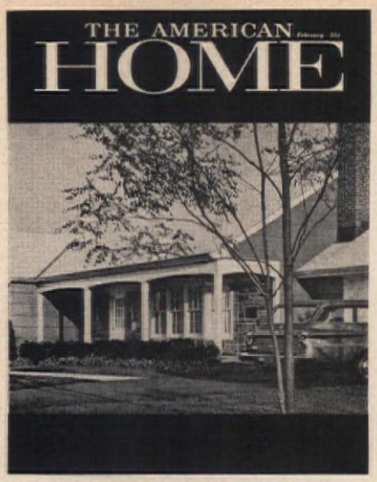
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OUR COVER: One of our 6 Best Homes for the Money presented in this issue (see page 17). Photo by Lisanti.

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"LOOK HOW CLEAN FLAMELESS ELECTRIC HEATING IS," says Mrs. Lewis. "Even these pastel colors are practical. And air conditioning's a blessing on humid days," she adds as Wanda Sue, Stanley and Mr. Lewis relax together.



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NATIONAL ELECTRICAL WEEK
FEB. 11-17, 1962

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As parents, they also appreciate the comfortable knowledge that the family's electric house heating, cooking, water heating, clothes drying and all other appliances are flameless.

Bringing the cleanliness, comfort and new convenience of modern total electric living to your family may cost a lot less than you think. Why not find out? If you're planning to modernize, build or buy a home, talk it over with the people at your local electric utility company soon.

YOU LIVE BETTER ELECTRICALLY

Edison Electric Institute, 750 Third Avenue, New York 17

IS THE AIR IN YOUR HOME TOO DRY IN WINTER?

J. M. ORR

It may be if your nose and throat feel scratchy, if your furniture has cracks in the joints, if sparks fly when you walk across the rug, and if your house plants need constant watering. These warning signals of excessive dryness probably mean you need to inject more moisture (humidity) into the air.

WHAT CAUSES DRY AIR

Many experts say that 35 to 45 per cent relative humidity would be ideal indoors. (Relative humidity is a comparative figure. For example, 30 per cent humidity means that you have 30 per cent of the moisture the air could hold if it were completely saturated.) But most houses aren't tight enough to hold this much moisture when it's cold outdoors. In the winter the inside relative humidity can drop to 5 or 10 per cent. Air this dry is forced to drink up whatever moisture there is, and body moisture is absorbed by the air much faster than it can be replaced. This causes your nose and throat to become dry and scratchy and your whole body to feel chilled. Very often when you feel chilled you add to the problem by turning up the heat. The hotter the air is, the more capacity it has for soaking up moisture—thus lowering the humidity.

You can determine the relative humidity in your home with a hygrometer. There are various kinds, but the most dependable—one with a human hair element—will give you an accurate reading at a glance. A good one costs $15 to $20.

WHAT TO DO ABOUT DRY AIR

There are two main remedies for dry air, according to building experts. First you should check your house for tightness. You may be creating enough moisture indoors as a result of cooking, bathing, and using such steam-producing appliances as a dishwasher or dryer. But your home may not be tight enough to keep the moisture in. Apply weather stripping to doors and windows, if necessary. Storm windows or insulating glass are also a good idea, particularly if you want to eliminate condensation on your window glass.

But if the air is still too dry you will need a humidifier—a device for adding moisture to the air. Whatever type heating system you have, be sure to get a humidifier with enough capacity to provide one gallon of moisture per day for each room of the house—a six-gallon-a-day size for a six-room house, eight-gallon capacity for eight rooms.

If you have warm air heat, you may have a small humidifier which came with the furnace. Don't put too much faith in it. Most of them are inadequate, adding a mere quart or two of moisture to your home per day, when at least ten times as much is needed. They often clog up from impurities in water. So if you have this kind you should check its capacity (usually marked on the side), and keep it in operating condition. In most cases, though, you'll have to replace it with a larger humidifier hooked up to your furnace.

Some humidifiers are automatic, having a pipe connected to your water supply. With others you have to replace water by hand. In general, a good automatic humidifier installation for a typical house heated by warm air will cost $125 to $175. Cheaper units are available, but a lower price usually is an indication that the humidifier has one or more shortcomings.

With hot water, radiant, steam, or electric heat you can use the same kind of humidifier, except that it will operate independently of your heating system. Although a central location is preferable, the unit can be installed nearly anywhere in your home except the basement (because it would be too difficult for the moisture to circulate). Moisture is discharged directly into the house air, and will spread almost at once to all rooms (provided, of course, that no door is shut tightly). The unit could be located on a utility-room wall, for example. Moisture is discharged through a short duct to a vent and into the house. It will spread throughout the house without benefit of air currents. For automatic operation of a humidifier not connected to your furnace, you will also need a humidistat control that turns the moisture off or on according to the relative humidity setting. Total installed cost will be $125 to $200, depending on the size of your house and the amount of installation work that is required.

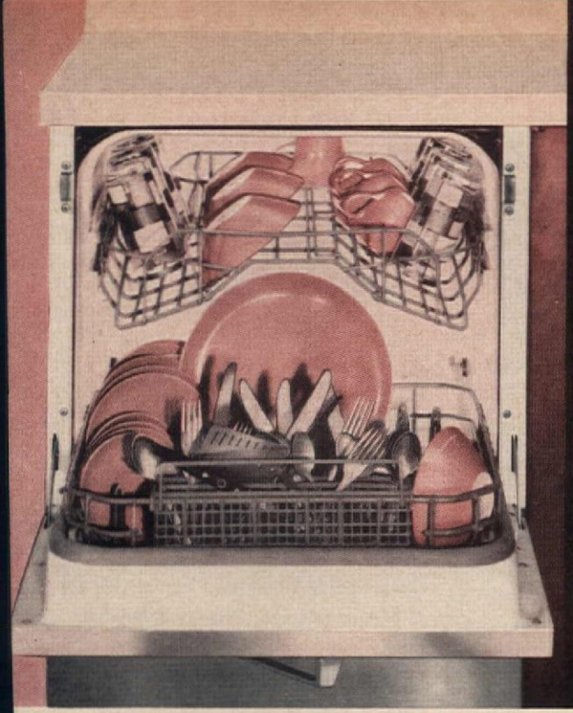
Portable humidifiers might be your answer if you need moisture only in certain rooms of your home. These units, which range in size from one-gallon-per-day capacity up to six-gallons-per-day, are merely placed on the floor or table top. Cost is from $30 to $125, depending on capacity. The drawback with portable units is that you must add water to the tank continually, since the units are not connected to a water supply.

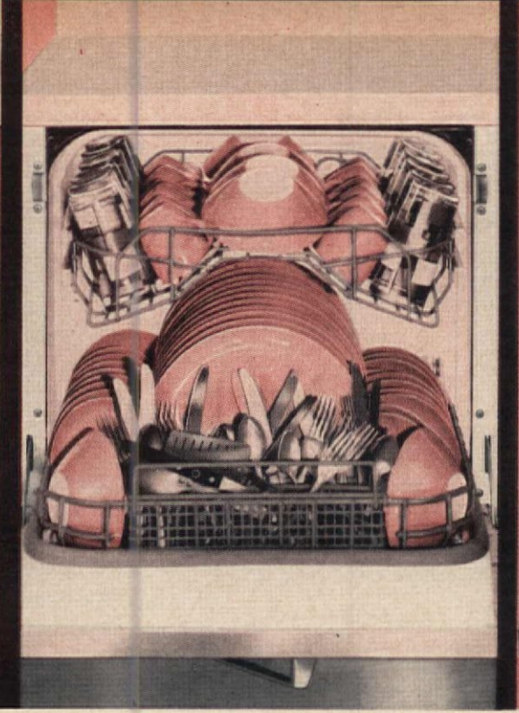
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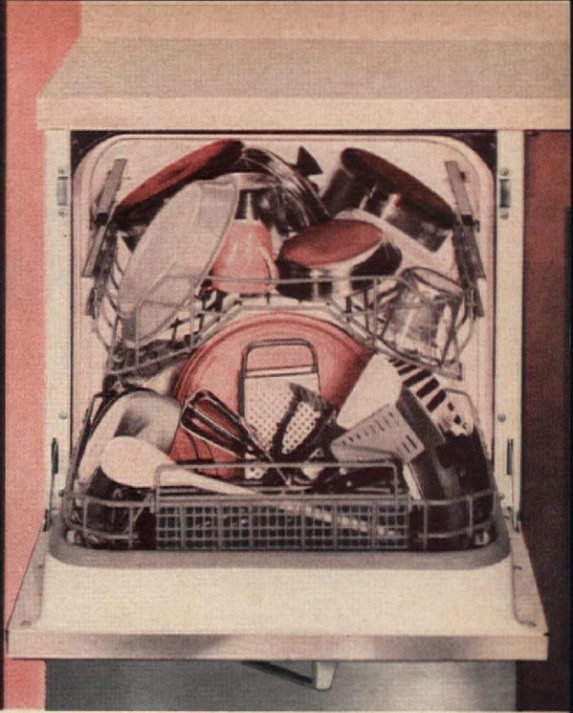
Even if your house air is normally too dry in the winter, there may be days when excessive moisture could be a problem in areas like the kitchen and laundry.

Too much moisture can cause some structural damage, paint peeling, and foggy windows. One solution is to be sure that steam-generating appliances are vented, preferably with the aid of a fan.

Another solution is to make sure that any new home you buy or build has vapor barriers installed. In existing homes you can protect the walls from vapor by painting inside walls in moisture-prone areas with a base coat of latex or aluminum paint.







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Neal J. Hardy, FHA Commissioner

We have been making extra payments on our FHA mortgage. The balance has dropped to $3000, and according to your amortization schedule the mortgage insurance premium should be $1.01 a month; but we are still being charged $2.75 a month. That is the amount we would be paying if no extra payments had been made on the loan. How do you explain this?

The National Housing Act provides that the FHA mortgage insurance premium is to be charged on the amount of mortgage principal scheduled to be outstanding at any time, *without taking into account delinquent payments or prepayments.* The law gives FHA no authority to reduce the premium because of extra payments made by the home owner. As long as the mortgage insurance is in force, the home owner continues to pay the amount of insurance premium determined in advance for his mortgage.

Another factor is that FHA bills the mortgage lender for the premium once a year, and the lender does not report additional payments of principal to FHA. You can see that with insurance outstanding on more than 3 million home mortgages it would be difficult and expensive for FHA to require that extra payments be reported and to adjust the premium whenever such a payment is made. Even if FHA had authority under the law to do this, such adjustments would probably make it necessary to increase the premium rate above the ½ of 1 per cent now charged.

When my husband and I first looked at the house we now own, it was furnished and occupied, and we failed to notice that it had no closets. We financed it with an FHA mortgage, and I don't understand how FHA could have approved a home without closets.

When FHA receives an application for mortgage insurance before construction of the house is started and makes inspections during construction, the property must meet FHA minimum property standards, which provide that the house must have adequate closet and other storage space.

But when an application is received for mortgage insurance on a house already built, FHA assumes that the buyers are satisfied with the house as it is. In these circumstances it is not necessary that the detailed provisions of the minimum property standards be complied with, as long as the objectives of the standards are met.

FHA appraises the property to determine that it is adequate security for the mortgage, and if defects or shortcomings are found the amount of the appraisal is reduced accordingly.

FHA insurance of a mortgage does not necessarily mean that FHA approves the property in every detail.

Last spring I bought a house with an FHA mortgage. Now I have been called into active military service. I understand that on in-service mortgages insured by FHA the Defense Department pays the ½ per cent mortgage insurance premium. Since I am on active service at the present time, can I arrange to have this done for me?

No. FHA special mortgage insurance program for servicemen, provided in Section 222 of the National Housing Act, can be used only for building or buying a home. It is not possible to refinance under (continued on page 76)

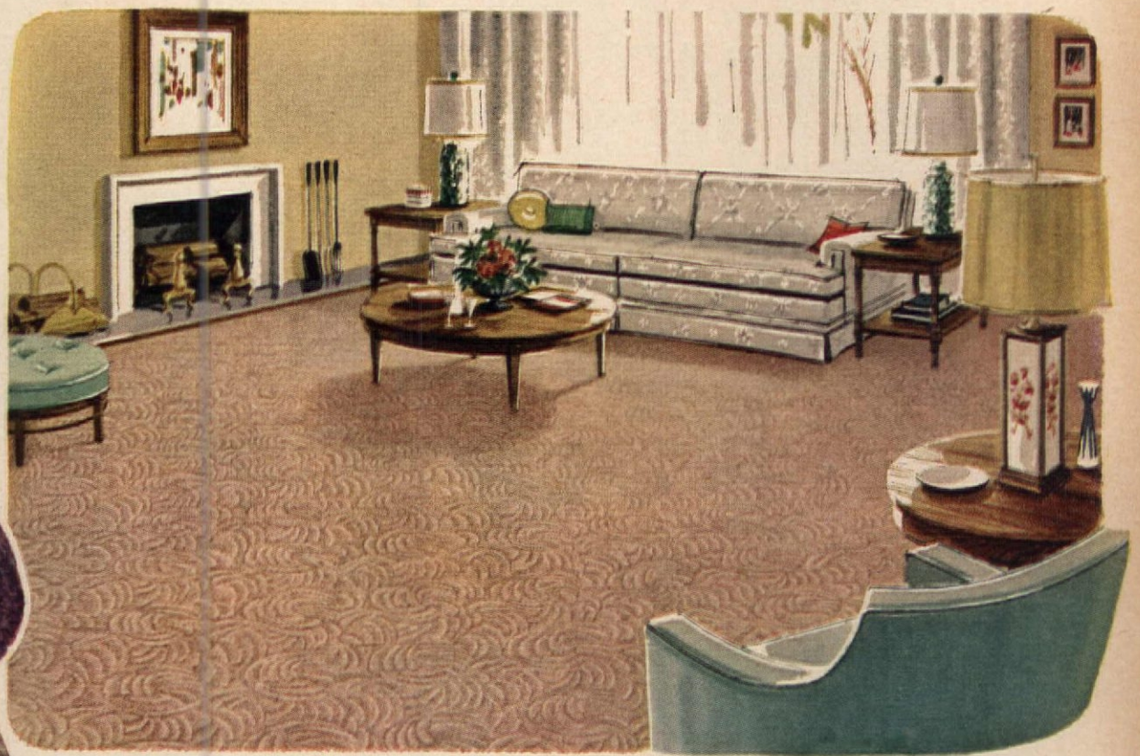


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No matter where you live—even if you have no old materials—mail the postage paid card on the opposite page for the exciting new Olson Rug and Decorating Book in actual colors—and our 90 Day Free Offer. See why so many Olson customers say "Olson Rugs, Carpets wear like iron"—they are lovely enough for the finest homes.

YOUR CHOICE of 44 Decorator Colors, Patterns. Any size in a week, up to 18 feet wide, seamless, any length. Only Olson has looms in 19 widths (instead of only 3). No wasted yardage to pay for.

RICH TWEEDS	TEXTURED EFFECTS	FLORALS
SOLID COLORS	EARLY AMERICAN	OVALS
TONE ON TONE	ORIENTAL DESIGNS	ROUNDS

As Little As $5 Down—Up to Two Years To Pay!

You Risk Nothing by a Trial! We guarantee to please or pay for your materials. We pay Freight (Rail or Truck) or Express on old material from any state. Our 88th Year.



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OLSON RUG CO. Carpets

CHICAGO 41
NEW YORK 1
SAN FRANCISCO 8

Guaranteed by Good Housekeeping

USE-TESTED by McCall's

"we used them and like them."

A New World of Worth for Family Living



Impala Sport Coupe

Rides like a family room on wheels—*It's the kind of easy-going, easy-to-relax-in car that Mom, Dad and the whole happy tribe will feel at home in the moment they slip inside. Roomy enough for a fair-sized family reunion, in fact. And it's carefully crafted with all the fine car refinements that turn even long journeys into pleasure jaunts. Sample it and you'll see how (and why) so many happy families leave home in a* ***Jet-smooth***

'62 CHEVROLET

This new Jet-smooth Chevrolet—with a Full Coil spring coddling you at all four wheels—travels like cars that cost a bundle more. There's a choice of gas-saving 6-cylinder or vitamin-packed V8 power to please the most finicky driving foot. (Optional-at-extra-cost V8's all the way up to a 409-hp mile-shrinker.) And beneath that clean-shaped rear deck, ready to gobble up all the gear your family wants to take along, is Chevrolet's easy-loading deep-well trunk. Talk to your dealer about all the worthwhile advantages that are yours—at Chevrolet's hold-the-line prices.

JET-SMOOTH RIDE

CHEVROLET

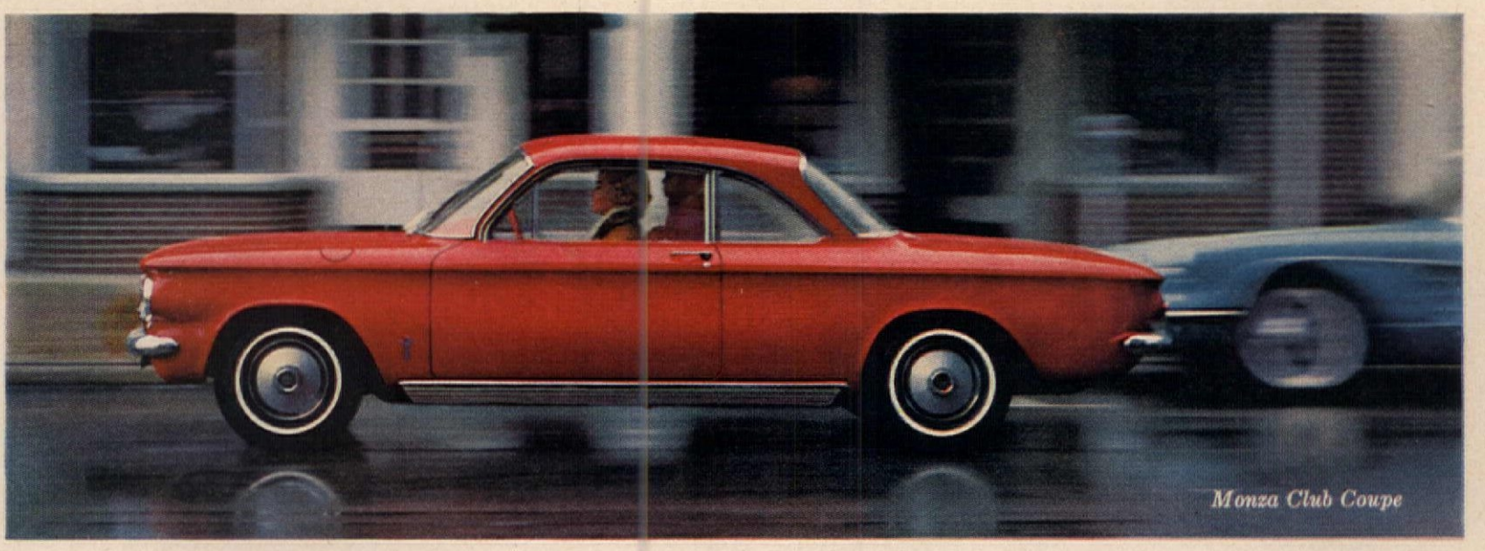
A family-pleaser—with a price to match—*It's a dependable, perky new-sized car that can do big things for your family pride. Easy to look at, ride in—and own. You couldn't ask for anything handier to have around home (or away from it!) than this one—*

THE NEW *Chevy II*

That Chevy II sedan you see below has plenty of room for a well-fed family of six—bag and baggage. And there's a full line of ten other models to pick from, including a convertible, hardtop and station wagons. Every one is built with sturdiness that reduces service and maintenance. Major front-end sections, including fenders, bolt on for easy fixin' in case of repairs. And, whether you pick the frisky 4 or spunky 6 (there's a choice in most models), you can expect the kind of diehard dependability that runs in the Chevrolet family. Combine that with the custard-smooth comfort of the Chevy II ride (new Mono-Plate rear springs at work here) and you've got yourself a car that blends liveliness and luxury at a low, low price. How low? Just check your dealer and see.



Chevy II 300 4-Door Sedan



Monza Club Coupe

Sports-car scamper on the family plan—*This is the kind of happy-handling car that lifts driving out of the humdrum. Highballing over the open road or bustling about town, it's a rewarding experience just to be at the wheel. Why, even running family errands can be fun in a* '62 CORVAIR monza

Corvair's rear-engine reflexes give you a combination of effortless steering and tenacious traction that you won't find in any other car in the land. Just the ticket for jockeying into tight parking places. Or skirring around curves and up grades out where the roads get sloppy and rough. Your dealer's is the place to find out firsthand. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

See the magic of a Medallion Home and you'll never settle for less

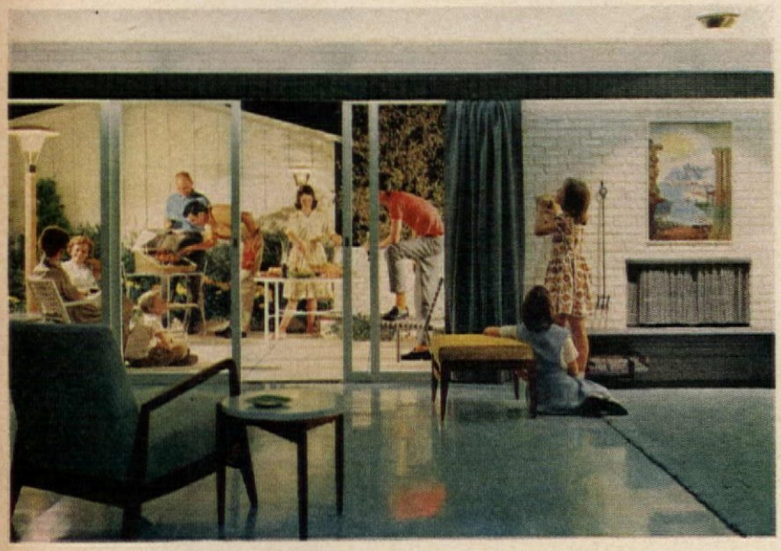
Today, almost everyone can afford a Medallion Home with its four wonders of electrical living. They mean better living today and in the future, too. That's why financing can be simpler, resale value holds up, and your home is a joy to live in all the years you own it. And, the General Electric Monogram on the appliances and electrical equipment in your Medallion Home is your assurance of quality and dependability throughout the house, through the years.



1. You choose your climate in a Gold Medallion Home with clean, flameless electric heating teamed with central air conditioning or built-in room air conditioners. No longer will soaring heat and sopping humidity rob you of sleep or shorten your temper. You are free from outside dust and noise; housecleaning's a cinch. Your home is an oasis of springtime.



2. Full staff of electrical servants—that's another wonder of Medallion Home living. Electric major appliances are in the blueprint, designed in—not stuck in. All you do is push a button or two and before your very eyes the drudgery disappears from cooking. Dishes and clothes are washed and dried. You'll have more time to devote to your family.



3. Eye-saving Light for Living goes beyond mere illumination. It can set a room's mood, highlight one of your treasures or emphasize décor. Why, lighting enlarges your home by extending living areas outdoors. Patio, back yard, terrace—all serve you delightfully after dark. Think of the dramatic effects at Christmas, summer cook-outs even after nightfall.



4. Power a-plenty—say goodbye to blown fuses, overloaded circuits or dimming light bulbs. This is Full Housepower—wiring planned for the present and for any future appliances. For more information contact your electric utility or write for *free* booklet, "Step into a Bright New World," to General Electric Co., P.O. Box 111, New Concord, Ohio.

Progress Is Our Most Important Product

GENERAL ELECTRIC

ANOTHER AMERICAN HOME KIT

DOROTHY LAMBERT BRIGHTBILL

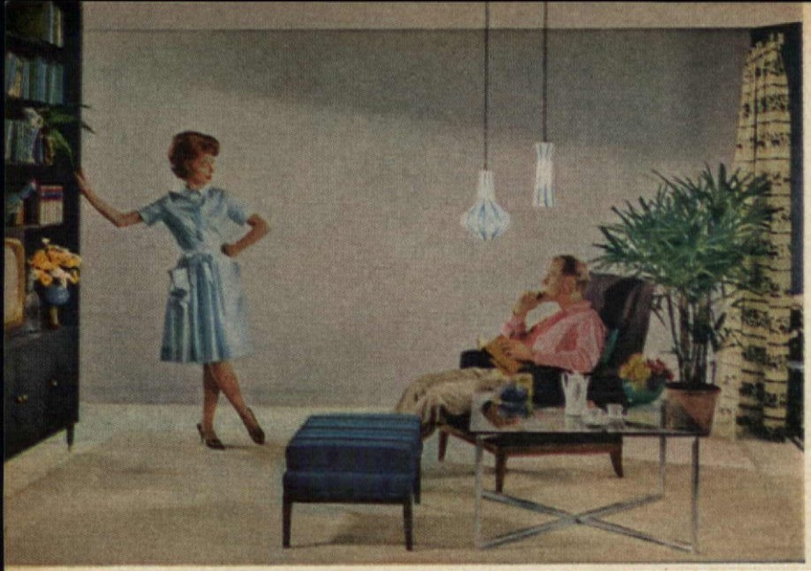
MAKE OUR HEIRLOOM MUSEUM SAMPLER

The museum original of this delightful sampler dates back to the days when young girls "recited" their ABC's with a needle. Their skill as needlewomen was recorded in their dainty stitches, just as yours will be with this sampler kit—and with much less effort! The sampler is stamped on 100 per cent natural Belgian linen, 21 by 27 inches, unframed. Included is embroidery floss in authentic time-faded colors. Kit PSK-26, $2. You may also order frame shown. See order form on page 75.

***Our Early American sampler** is copied from an original in the Cooper Union Museum, Textile Division, New York City.*



RUDY MULLER



WONDERING WHAT TO DO WITH THAT COLD, LIFELESS ROOM?



WELDWOOD SUGGESTS PANELING YOU CAN PUT UP YOURSELF.

Look what you can do with $99.12* and a weekend

Time was when you needed plenty of money, spare time, or both, to have a warm, cozy room like this—paneled in rich, glowing real wood.

No more. Today, a Weldwood-paneled family, living or dining room is within the reach of everyone. And you can easily put it up yourself—in a weekend.

Weldwood® has searched the world's forests and brought back an array of fine woods. Deep, rich American walnut. Exotic African mahogany and Samara. Near-white Nakora® from the Orient. And many more. We've made them into panels up to 4′ x 8′ in size, and finished them like fine furniture. They're all ready for you to fit and fasten into place.

Where to go to make a choice? See your Weldwood lumber dealer or any of our 151 branch showrooms. In the U.S.: United States Plywood. In Canada: Weldwood-Westply Ltd. Act today and you can have a beautifully paneled room like this next Monday

*16′ x 8′ Weldwood prefinished Charter® Cherry paneling ($85.76); matching prefinished cove ($3.12); matching prefinished base ($7.44); 104 running feet furring strips ($2.08); small box finishing nails (36¢); 2 lb. sixpenny nails (36¢). Other woods as little as $35 for a 16′ x 8′ wall.

WELDWOOD
REAL WOOD PANELING

For new 28-page color booklet of decorating ideas with Weldwood Paneling, send 25¢ to: United States Plywood, Dept. AH 2-62, Box 61, N. Y. 46, N. Y.



6 BEST HOMES FOR THE MONEY

John H. Ingersoll, Building Editor
June R. Vollman, Alan C. Borg, Associates

■ Do you like traditional homes . . . contemporary . . . two story . . . ranch style? Whatever your taste, you may find what you've been looking for on the following eight pages. These homes run the gamut of style and type. More than that, they are all top award winners—finalists in the regional run-offs of *The American Home's* "Best Home for the Money" competition. Our judges painstakingly reviewed 28 semi-finalists from as many states before selecting these winners. Approaching each house with you in mind, they asked themselves: "Is this house a good buy for today's family?"

Since construction had already been approved at the site by an *American Home* editor, this meant choosing the winners on the basis of:

DESIGN. Are the architectural features —whatever style—well balanced? Do the materials blend rather than clash?

FLOOR PLAN. Is there good circulation as well as good zoning inside the home? Do the closets provide adequate storage?

MATERIALS. Are the products going into the house brand-name items with proven reputation?

PRICE. How does the price match the amount of living area, materials, equipment, land, and landscaping provided? (For more about prices see page 28.)

If you live near one of the winners, go out and see for yourself why our judges chose them as "The Best Home for the Money." In each case, the homes are completely furnished models. In addition, blueprints are available for each winner (see page 78).



TEXAS THE BEST IN THE SOUTH-WEST

NEW YORK THE BEST IN THE NORTH-EAST





CALI-FORNIA THE BEST IN THE WEST

MINNE-SOTA THE BEST IN THE WEST CENTRAL



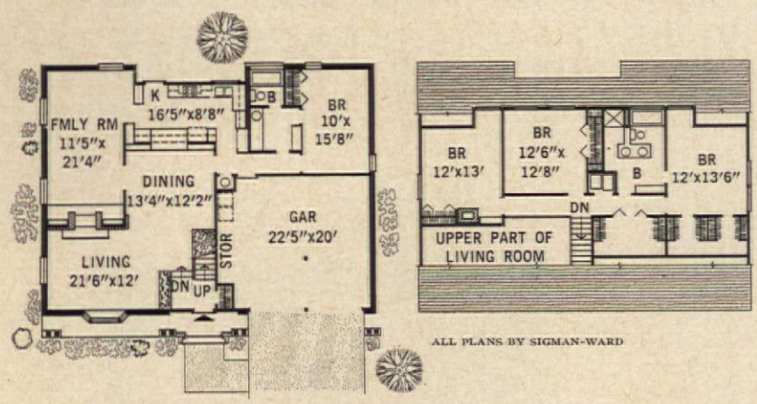


INDIANA THE BEST IN THE MIDWEST

MARY-LAND THE BEST IN THE SOUTH



■ This winner delivers a Texas-size bonus in living space in a home that has relatively small outside dimensions. Its one-and-a-half stories are a refreshing diversion in the low-roofed landscape of Dallas. In any city, as one judge put it, this home's design would win honors for being a superb alteration on an old theme. He called it an elongated Cape Cod, and said it's the kind of planning that prompts other designers to say, "Why didn't I think of that?" Another reason we think it's a good winner in the Southwest is because it delivers a bonus in living space for your dollar. For example, the same 2283 square feet of living area spread out in a one-level home could cost up to $5000 more. The judges also liked the pleasant colonial feeling in its design—achieved without being overdone. The architectural elements of the house—pillars, windows, doors—are well balanced, as shown in the view below. A dormer to the rear floods the second-floor rooms with daylight, and is big enough to avoid looking like an afterthought. **BLUEPRINT HOUSE NO. 79 ORDER FORM ON PAGE 78**



PRICE: $21,750 with land LOCATION: Irving, Texas
LIVING AREA: 2283 sq. ft. DESIGNER: Milton Barrick
BUILDER: National Real Estate Development Corp.

Adaptability is the biggest plus of this plan. Downstairs bedroom and bath could be for parents, or mother-in-law, or maid. As a powder room, the downstairs bath is convenient, yet away from living area. Upstairs bath has unique plan, well handled.

Welcome surprise in exterior styling is garage doors that add to a controlled colonial approach. Note, too, how bay window eliminates need for decorative shutters. Dark-stained door and side panels are an effective foil for the cream-colored brick.



THERE'S MORE THAN MEETS THE EYE IN THIS HOUSE

GEORGE DE GENNARO

Fireplace opens to both living room in left foreground and family room beyond brick wall. As you can see, there is an unusual sense of spaciousness produced by the vaulted ceiling. Though house has been opened up—in the modern tradition—the dining area, right rear, is separated enough to provide some genuine privacy during mealtime.



First-class kitchen. Here's one of the best kitchens we've seen in a long time (merchant-built or custom-built). The luminescent, plastic-paneled ceiling provides plenty of light for even the closest work. The area on the wall behind automatic mixer is a convenient pass-through to dining room.

THIS HOME COMBINES THE BEST OF TODAY AND YESTERDAY

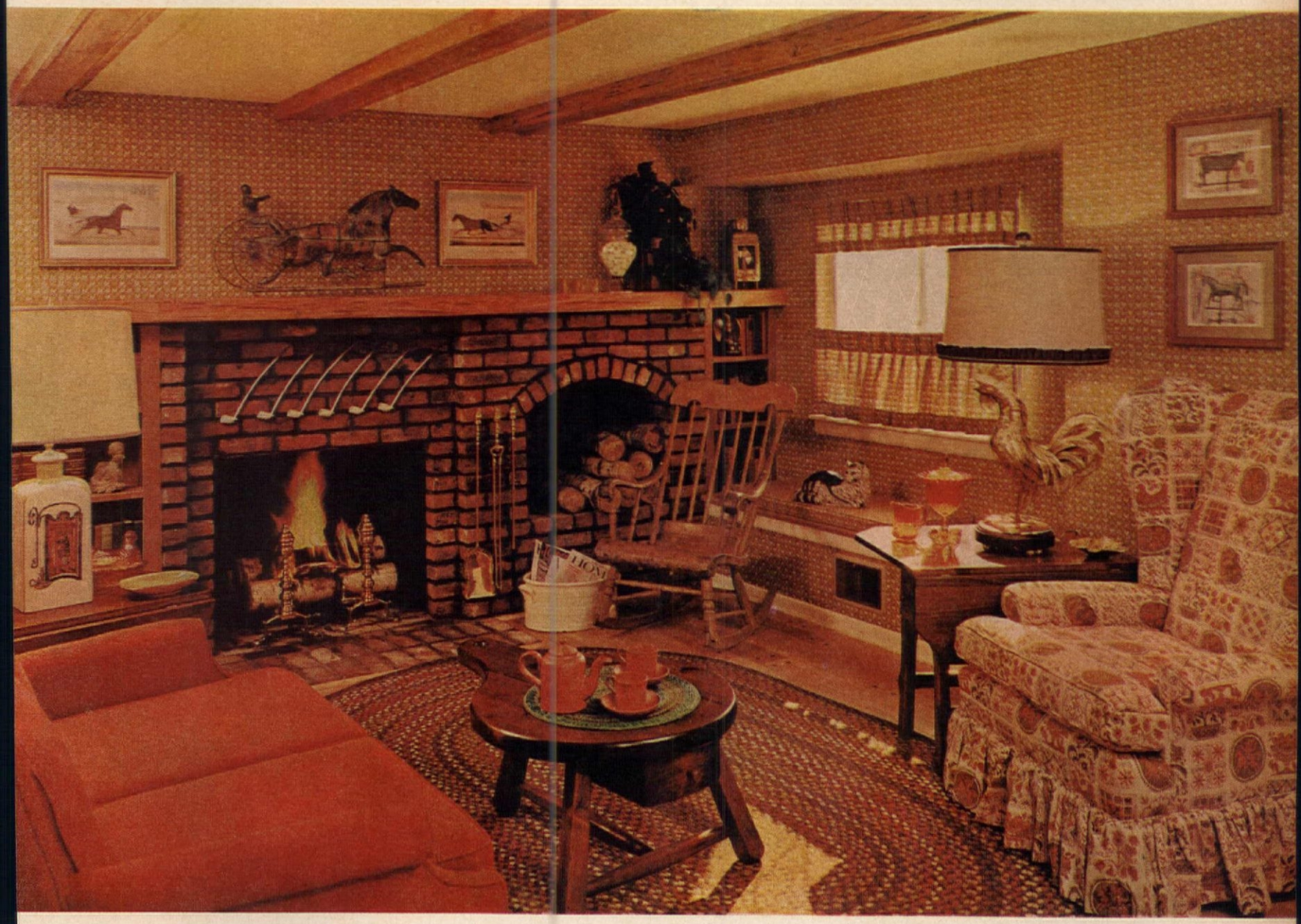


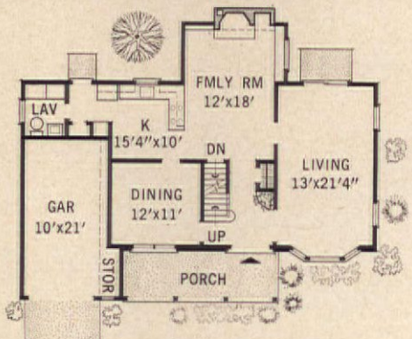
LISANTI

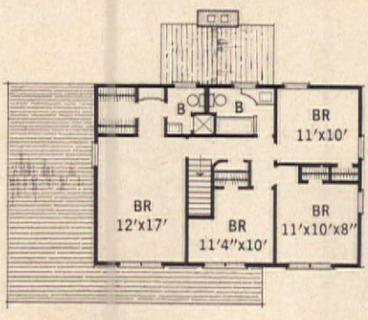
Here's tradition in good taste. Our Northeast winner is called the Nantucket for a good reason: both exterior and interior stress Early American design. Outside, there's the double entry door with its diamond-paned windows, the multipaned bay window, and a touch of brick along the sheltered entrance. In the beamed-ceiling family room (facing page) there's an antique-brick wood-burning fireplace with its own log bin, and a pecky cypress mantel. Pegged plank floors are random width. A window seat overlooks the patio.

■ This charming two-story winner breaks a home-buying rule—namely, you won't get good colonial styling unless you can afford an expensive custom-built home. This development house is handsomely styled in a colonial mood—and with a light touch. It's certainly one of the big reasons our judges chose it. We think you'll agree that the warmth of the family room revives pleasant memories of the old family parlor, without the cluttered appearance found in so many development houses. We also like the way the builders combined this colonial flavor with the best qualities of modern planning. The rooms are so well separated that you could use contemporary or traditional furnishings in any one of them, with attractive results.

BLUEPRINT HOUSE NO. 80 ORDER FORM ON PAGE 78







Top-notch planning made this home one of the most livable our judges have seen. Every area is defined and privacy is assured. Note the master bedroom suite, the isolated living room, the separate dining room. Bonus too: a full basement.

PRICE: $23,190 with land LOCATION: Hauppauge, New York LIVING AREA: 1835 sq. ft.
BUILDER: Point of Woods Homes ARCHITECT: Herman H. York, A.I.A.



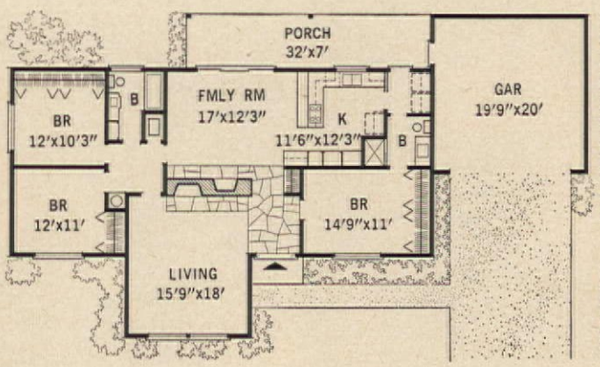
Color co-ordination is one of the secrets that tie together rough and smooth textured materials used on the facade.

LOW, LONG, AND LIVABLE— HERE'S A REAL BEAUTY

■ This winning home is one of the most successful combinations of modern and traditional West Coast architecture we've seen. Its rugged stone facing and thick cedar shingles—marks of the traditional California home—blend beautifully with the big contemporary windows and smooth, vertically grooved siding. As you can see in the picture below, the theme has been continued inside. It's a wonderfully adaptable home, too. An adroit division of bedrooms and baths makes it suitable for the couple with older children, or perhaps the family who have relatives living with them.

Good zoning is combined here with an easy flowing traffic pattern—a credit to the designer. Covered porch off family room makes outdoor living fun, even in the rain.

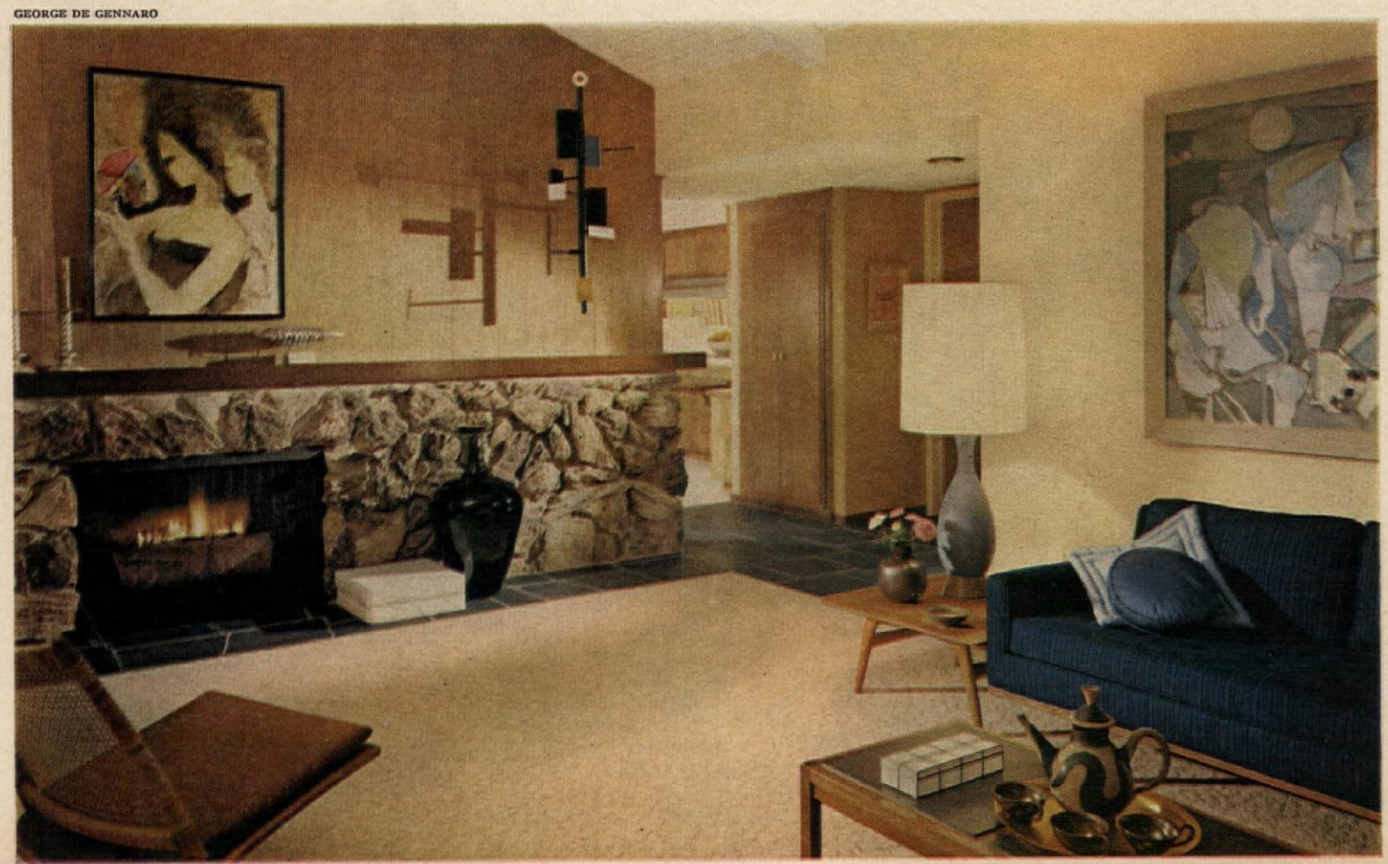
Vaulted ceilings make a moderately sized living room more spacious. Fireplace is one of two, and note how slate entry floor is continued to make hearths for both. There are even gas jets to start the fire, and panelling above mantel makes sense.



PRICE:
$22,250 with land
LOCATION:
Riverside, California
LIVING AREA:
1518 sq. ft.
BUILDER:
Hicks-Badraun & Co.
ARCHITECT:
Jay D. Wheaton

BLUEPRINT HOUSE NO. 81
ORDER FORM
PAGE 78

GEORGE DE GENNARO



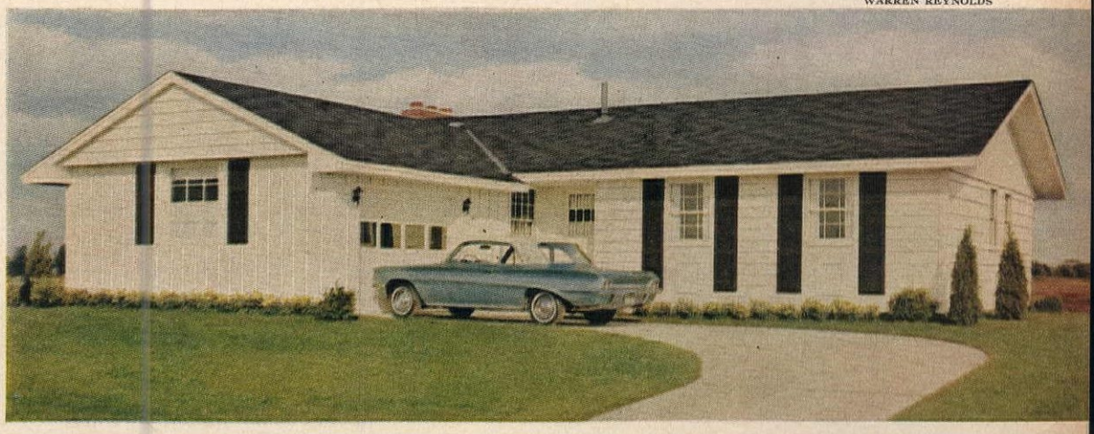
FOR THE GROWING FAMILY ON A BUDGET

■ For convenient one-floor living, this Minnesota winner is hard to beat. The simplicity of its floor plan belies its ingenuity and the hard work that went into laying it out. Outside, there's a fresh, clean-cut design with a colonial shutter treatment that is authentic.

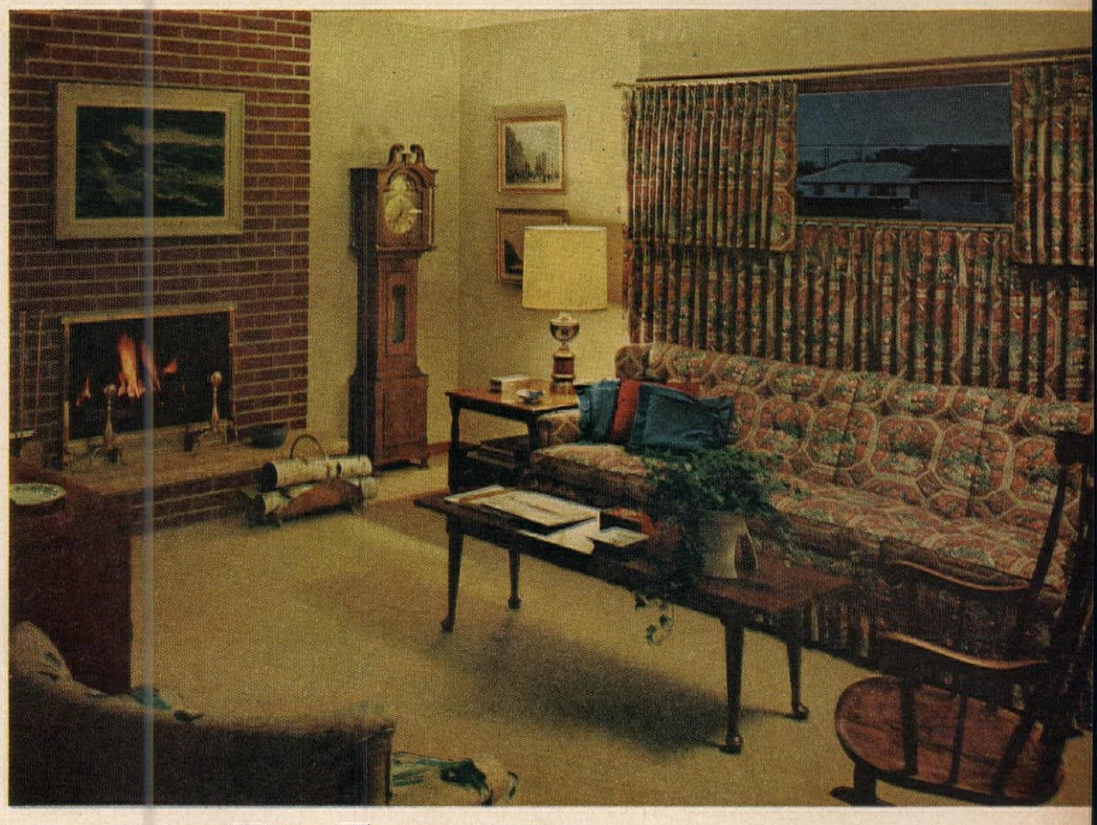
Like the Bowie, Maryland, winner, (see page 25) this home is the result of mass construction—one of 1100 homes erected in 1961 by the builder. It is undeniable proof that "big" builders can now link good design with the low prices made possible by production-line construction. A young couple could afford to buy it and, three children later, it would still be comfortable.

In Minneapolis it's an exceptionally good value, and construction is notably above average.

WARREN REYNOLDS

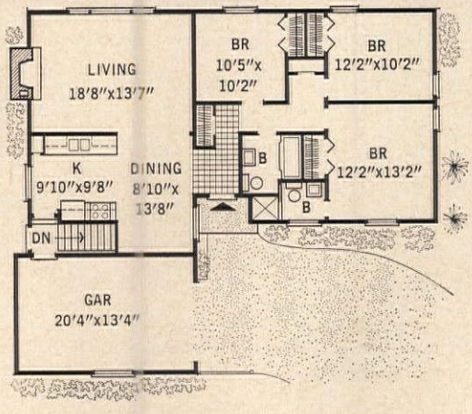


Simplicity of white siding and black shutters—of colonial origin—makes an infinite number of landscaping arrangements possible. "L" shape makes pleasing picture from street.



Fireplace adds much to this living room and will be genuinely appreciated during Minnesota winters. Triple window faces back yard; gives the room privacy from the street. Though dimensions are moderate, room is large enough for entertaining.

Good plan is made better by the fact that it is packed into 1185 square feet of space; yet retains the kind of superior circulation and zoning normally found in much larger homes. Note especially the convenient, wet-weather entry from garage to kitchen, and the two baths and good storage.



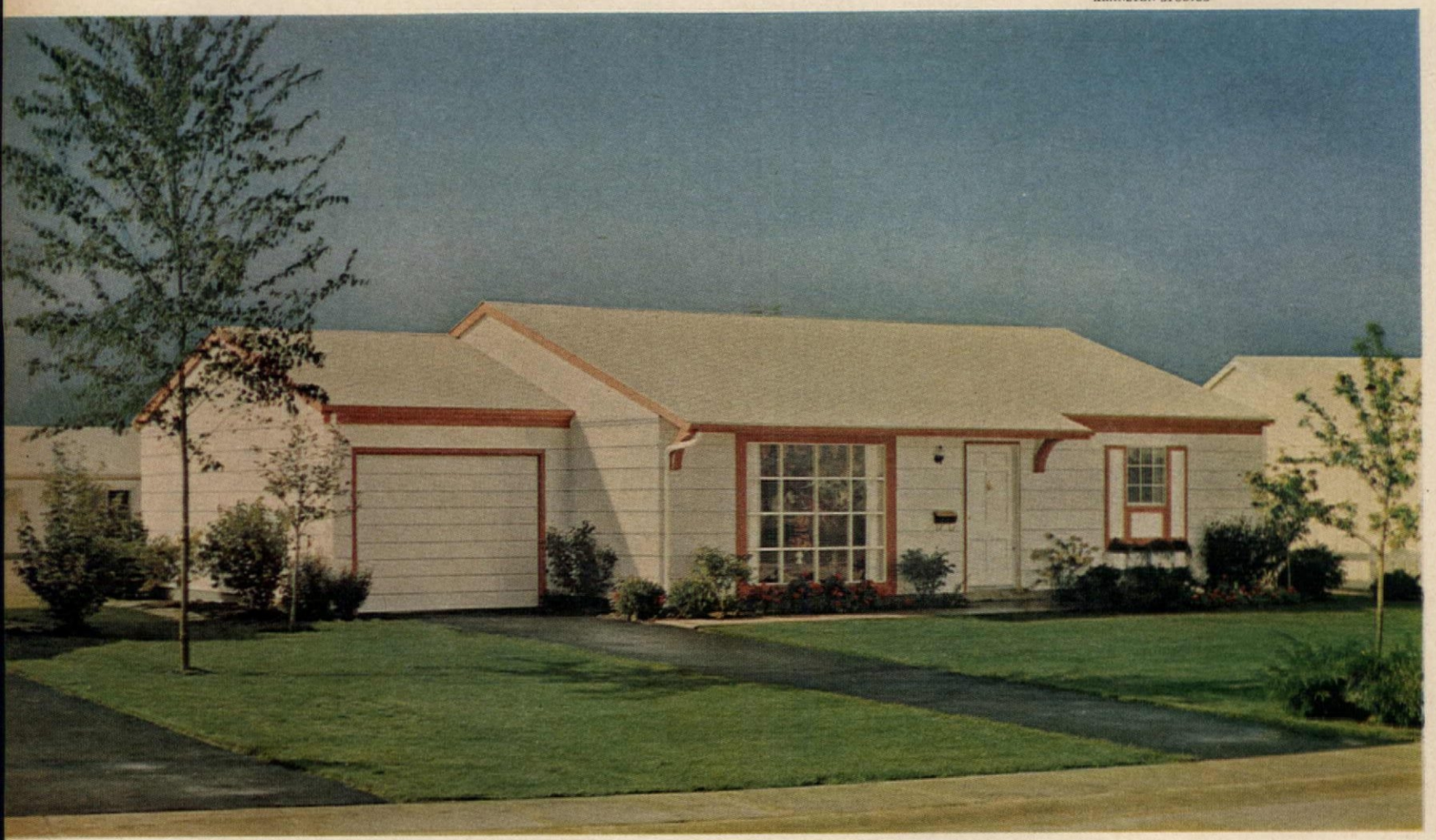
PRICE:
$16,850 with land
LOCATION:
Minneapolis, Minnesota
LIVING AREA:
1185 sq. ft.
BUILDER:
Orrin Thompson Homes, Inc.
ARCHITECT:
Harold E. Franson

BLUEPRINT HOUSE NO. 82 ORDER FORM
ON PAGE 78

SMALL HOME PLAN HAS BIG HOME FEATURES

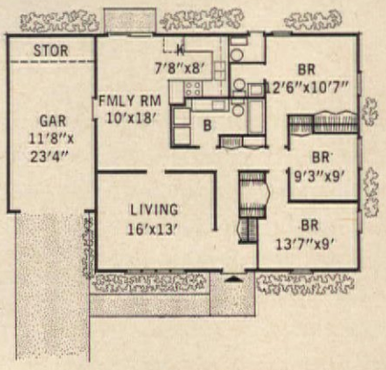
■ Here, wrapped up in 1152 compact square feet, is one of the best solutions we've seen in a long time for packing good living into tight quarters. In this South Bend, Indiana, winner, are many features ordinarily found only in larger homes. There is a distinct separation of living and sleeping areas. The home has a remarkably good circulation pattern so that the family that lives here won't be tripping over each other during the course of a normal day. There's a real entry hall, generous closet space, a master bath, and a free-flowing kitchen-family room. It's a well-built home, and prices out at a low $10.60 per square foot, without land. **BLUEPRINT HOUSE NO. 83 ORDER FORM ON PAGE 78**

KRANZTEN STUDIOS



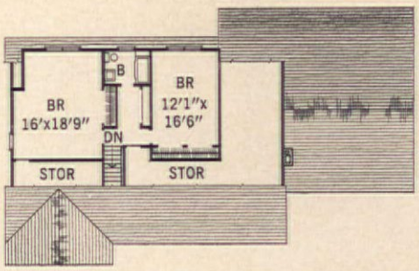
Good proportioning gives this house the appearance of being much larger than it is. The deep overhang of the roof extends over the floor-to-ceiling living-room window and the door. This combined with the recessed garage gives a feeling of length.

Separation is the key to the success of this excellent plan. Notice how the bedrooms are buffered from the noise of the living areas by the hall, the utility room, and the bathrooms. And the children can play Indians in the family room while Mom and Dad can enjoy the privacy of the living room.



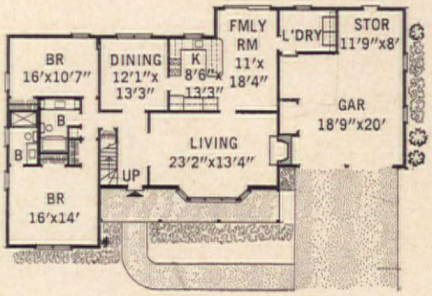
PRICE: $15,295 with land LOCATION: South Bend, Indiana LIVING AREA: 1152 sq. ft.
BUILDER: Place and Co., Inc. DESIGNER: James Vanderbosch

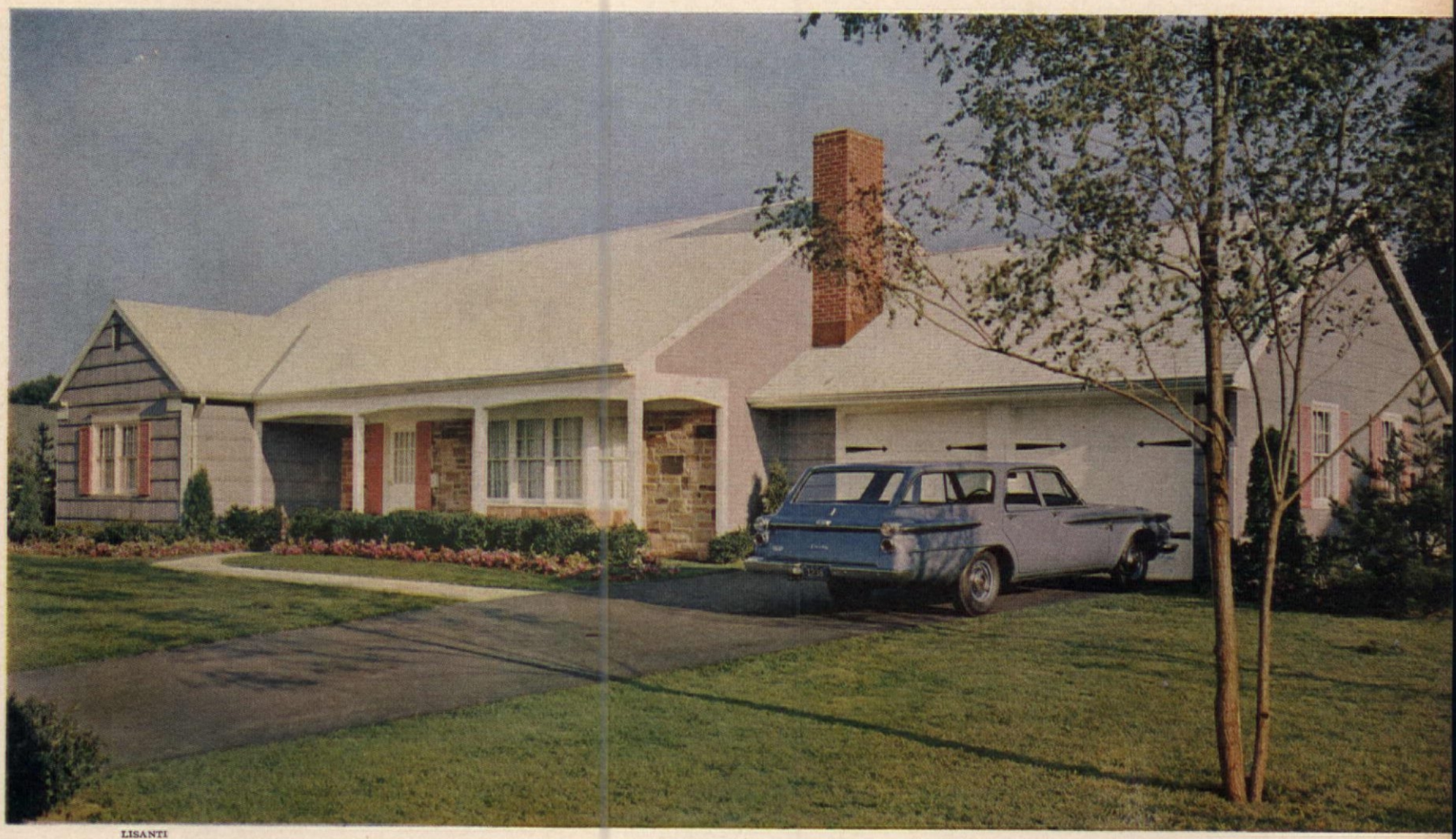
PRICE:
$24,990 with land
LOCATION:
Bowie, Maryland
LIVING AREA:
2306 sq. ft.
BUILDER:
Levitt & Sons, Inc.
ARCHITECT:
John Sierks



Generous space is an item usually not found in the development house, but this excellent plan abounds with it. All the rooms are well above average in size, with storage space galore.

Trees and shrubs and the complete seeding of lot create a proper setting for this long, attractive exterior. Shingles, shutters, stone facing, and painted trim complete the picture.





LISANTI

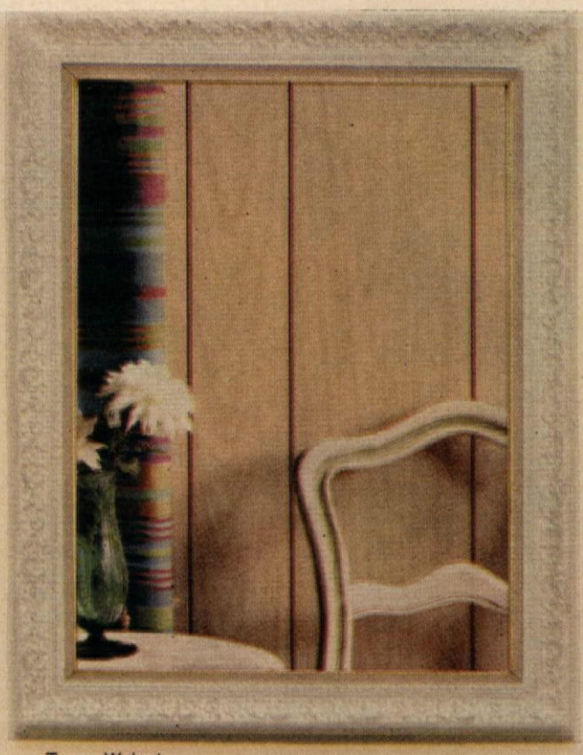
■ Our Bowie, Maryland, cover house has everything a builder's house should have, and even many desirable features that some custom houses do not have. From the landscaped grounds to the attic-like storage space on the second floor, generosity sets the theme—generosity in space, in equipment, and in planting. A glance at the plans will show you even the smallest bedroom is spacious, and that large closets are distributed throughout the house. What the plans do not show is the impressive equipment furnished: range and oven, dishwasher, refrigerator, garbage disposer, kitchen and bath exhaust fans, washer, dryer, and, unbelievable as it seems at this price, central air conditioning. Also included in this amazing package are 9 trees, 16 shrubs, and a big lot. **BLUEPRINT HOUSE NO. 84 ORDER FORM ON PAGE 78**

HERE'S GOOD SUBURBAN LIVING AT LOW COST

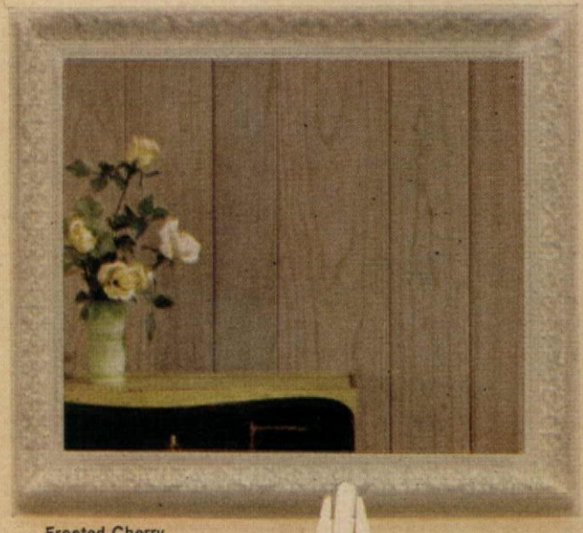
your walls



Natura Cherry



Tawny Walnut



Frosted Cherry



Glacier Walnut



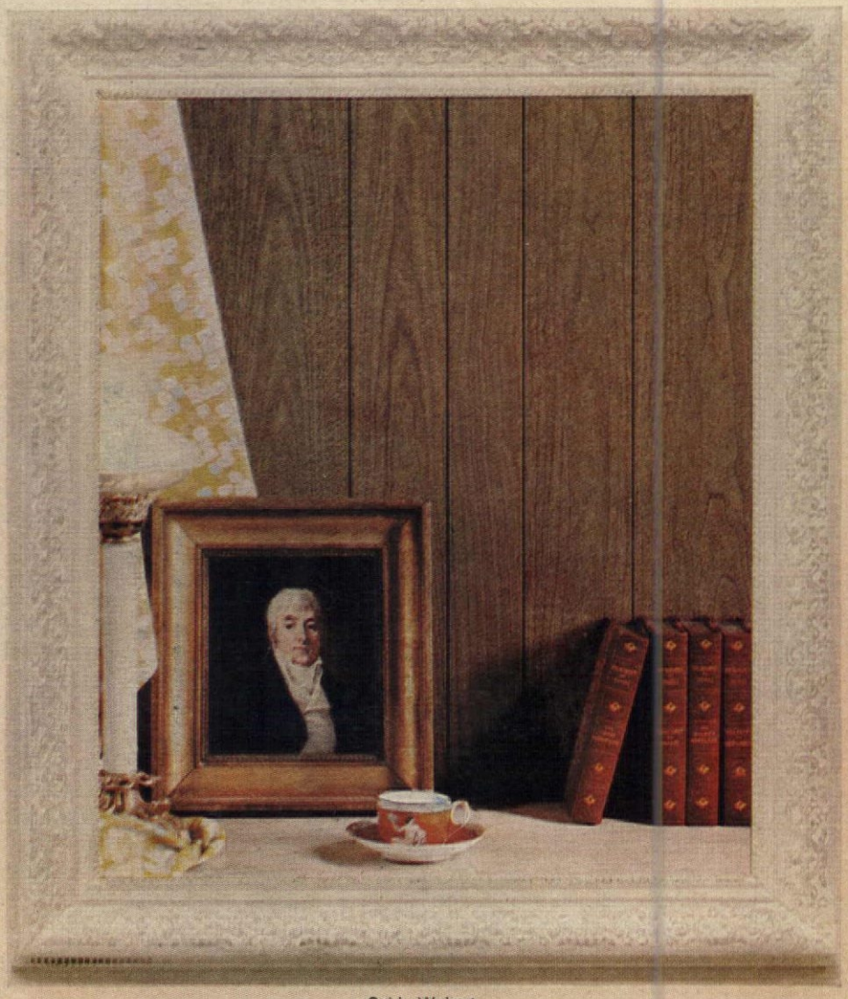
Honeytone Cherry

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Write for the new "How to Panel" booklet, featured on the Jack Paar Show, NBC-TV... a step-by-step demonstration... remodeling ideas... six different rooms in glorious colors. Drop a card for your free copy.

will be pretty as a picture



Sable Walnut



paneled in these colorful Royalcote grains

...and it's all as easy as 1-2-3! *One, choose your color* from a gallery of six lovely decorator color tones in two handsome wood-grain finishes —walnut or cherry. *Two, panel away.* (A quick job this: your Royalcote panels come factory-finished, require no sealing or varnishing.) *Three, step back and admire.* Your picture-pretty wall is genuine Masonite hardboard. No splits or cracks: its smooth-as-glass surface wipes clean with a damp cloth.

How much, you say? Glad you asked. *You can panel a twelve-foot wall for less than thirty dollars.* Just picture that!

MASONITE *shows the way!*

See the Yellow Pages for your nearest dealer: under Building Materials.

Always look for this trademark on the paneling you buy: it says this is genuine Masonite hardboard. It's wood-made-better... made through the exclusive explosion process for unequaled strength, smoothness and uniformity.



SPRED SATIN
the one wall paint you're likely to see anywhere...

Its rich, subtle texture lends enchantment to this provincial bedroom, where soft light calms the bold use of white and charcoal. Instantly you're an expert with 100% latex Spred Satin. It's so easy to smooth on...dries in 20 minutes with no brush or roller marks, no unpleasant odor. Paint today, sweet dreams here, tonight!

Sold by dealers throughout the United States and Canada

Glidden QUALITY PRODUCTS THE GLIDDEN COMPANY
CLEVELAND 14, OHIO

©1962, The Glidden Company

WHY DOES A DEVELOPMENT HOUSE COST LESS THAN A CUSTOM-BUILT HOUSE?

■ The prices of our six winning homes probably seem low to you. They are—particularly when you consider that most of them include everything to start housekeeping but your furnishings.

The prices will seem even more impossible if you paid for a custom-built home recently. When you compare dollar-per-square-foot costs, you may wonder how these winners could sell at the price they do *without* the lot, much less with land and landscaping.

Some skeptics have said: "It's no trick at all for development builders—they just cheat where it doesn't show." *Not so.* Most definitely not true of the builders of our six winning homes, and equally untrue of the overwhelming majority of development home builders in the U.S. today. Their homes are built with quality materials and workmanship from excavation to the final coat of paint.

Of course, we're willing to admit there are a few who either don't know enough about building to erect a decent house, or do try to cheat. Don't let it color your opinion, though. Remember that you can find unscrupulous merchants in any business—autos, TV, cosmetics—you name it.

Why is it, then, that a custom-built house can cost as much as $10,000 more than a development-built home the same size?

There are many answers. Some appear in the comparative chart below. But, if you were to wrap it up in one word, that word would probably be "quantity."

Compare houses with cars. Suppose, for example, that you commissioned your local garageman to make your next car. It's likely his bill would run as high as $20,000. You know Detroit can turn out the same thing for around $2000. The reason: quantity. Instead of one car, tens of thousands are produced.

So it is with builders. The chart below shows the advantage quantity buying gives to a development builder over a custom builder.

But there's more to it than quantity buying. When you analyze the entire process of constructing a house, there is hardly a single area where the big project builder doesn't have a price edge.

Take earth moving, for example. It costs a set amount to hire a bulldozer (continued on page 68)

HERE'S AN ACTUAL MATERIALS PRICE COMPARISON*

ITEM	PRICE DEVELOPMENT BUILDER PAID SUPPLIER	PRICE CUSTOM BUILDER PAID SUPPLIER
1000 bd. ft. #1 Douglas fir	$ 92.00	$123.00
1 square asphalt shingles, 210 lb.	5.50	7.55
1000 sq. ft. ⅜" CD grade, DFPA marked, plywood	83.00	100.00
1000 sq. ft. ½" CD grade, DFPA marked, plywood	115.00	132.00
1000 sq. ft. ½" gypsum board	55.00	61.00
1 roll 15 lb. roofing felt	2.00	2.85
Ceramic wall tile, installed, per sq. ft.	1.00	1.50
26 gauge, galvanized iron gutters, downspouts, installed, per lineal ft.	.55	.60
#1 common oak flooring, laid, sanded, sealed, per sq. ft.	.48	.51

*Prices quoted are for New York state in Nov., 1961. Custom builder put up three homes in 1961. Price advantage went to development builder because he bought materials for well over 100 homes during 1961.

Floor created in Kentile® "Random Tones" Asphalt Tile, accented with Aspen Green Feature Strips. Color: Cork Tones. Green Wall Base is Vinyl KenCove®. A floor for any indoor room.

For about $35 and a weekend—you can install this Kentile Asphalt Tile Floor!

Change any 10′ x 12′ area (like this den) from drab to dramatic with Kentile "Random Tones" Asphalt Tile. And that low $35 price *includes* tile, feature strips, and adhesive. Or, you can have your dealer install this long-wearing tile for less than flooring in rolls. Either way, call on your nearby Kentile Dealer this week. You'll find his address in the Yellow Pages.



o it yourself . . . it's easy! Your Kentile Dealer has mple-to-follow instructions. You'll get a perfect random fect by using the tiles as they come from the box.



Exclusive with Kentile! "Random Tones" available in Cork, Gray, Rose, and Green Tones. All have Kentile Asphalt Tile's smoother surface. Waxings last far longer!

Kentile, Inc., P. O. Box 12, Van Brunt Station, Brooklyn 15, New York, Dept. AH2

I am enclosing ____ to cover cost of items checked:

☐ 25¢ for set of 49 "Hi-Fi" color swatches of Kentile Asphalt Tile.

☐ $1.00 for authoritative, 48-page "Decorating Handbook"—packed with smart interior ideas.

Name_____

Address_____

City_____ Zone____ State_____

Decorating ideas? "Hi-Fi" color swatches? Kentile shows you how to coordinate room colors; offers color swatches of its full Asphalt Tile line. Mail coupon today.

KENTILE FLOORS

TRY IT NOW!

IT'S OVEN ROASTED

for richer flavor and greater digestibility



Just add water and you unleash twice the power of lean beefsteak! Ken-L Biskit, the Oven-Roasted dog food, provides twice the calories (energy-power) of the best lean beef, plus all the proteins, vitamins, and minerals dogs are known to need. It's concentrated—you can feed less because your dog gets more out of every bite. Give him Ken-L Biskit, the most agreeable dinner you can feed a dog.



Diet of Champions—official food at more American Kennel Club Shows than all other dog foods combined

Ken-L Biskit

MOST TASTY, MOST TIDY... NEVER STICKS TO HIS DISH

QUALITY PRODUCTS USED IN THE 6 BEST HOMES FOR THE MONEY

(pictured in color on pages 18 through 25)

Key To Builders Using Products Below
HB—Hicks-Badraun & Co., Riverside, Calif.
LS—Levitt and Sons, Inc., Bowie, Md.
NR—National Real Estate Development Corp., Dallas, Tex.
OT—Orrin E. Thompson, Minneapolis, Minn.
PC—Place & Company, Inc., South Bend, Ind.
PW—Point of Woods Homes, Hauppauge, N.Y.

ACCESSORIES, BATHROOM
Bathroom Accessories Supply Co.—NR
Eljer Co.—OT
Hall-Mack Co.—PW
Hoover Bathroom Accessories—PC
Reliable Metal Prods. Co.—LS
Sea-Chrome, Inc.—HB

AIR CONDITIONING
Airtemp Div., Chrysler Corp.—NR, PC
Coleman Co.—PC
Holly-General Co.—HB
Westinghouse Electric Corp.—LS

BLOCK
Concrete Products Corp.—PC
Hedberg & Sons—OT

BRICK
Barron Brick Co.—NR
Bilco Corp.—NR
McAvoy Brick Co.—LS

CABINETS, KITCHEN
Anderson Cabinet—HB
Fiberesin Plastics Co.—PC
Mallis Wood Products—PW
United Metal Cabinet Corp.—LS

CARPET
Chamblee Mills, Inc.—PC
Evans-Black Carpet Co.—NR

CEILINGS, ACOUSTICAL
Owens-Corning Fiberglas Corp.—PC
U.S. Gypsum Co.—PW

CHIMES
NuTone, Inc.—HB, OT, NR, PC, PW

COUNTER TOPS
Dimensional Laminates, Inc.—LS
Fiberesin Plastics Co.—PC
Formica Corp.—OT
Mallis Wood Products—PW
Pacific Tile & Porcelain Co.—HB

DISHWASHER
General Electric Co.—NR, PW
Hobart Mfg. Co.—PC
Westinghouse Electric Corp.—HB, LS

DISPOSER, FOOD WASTE
General Electric Co.—NR
RCA Whirlpool Corp.—PC
Westinghouse Electric Corp.—HB, LS

DOORS, GARAGE
American Garage Door Co.—HB
Berry Door Corp.—PC
Crawford Door Co.—PW
General Door Co.—LS
Overhead Door Corp.—NR
Stylemaster—OT

DOORS, HOUSE
Bilt-Rite Wood Products—HB
Curtis Co.—PC
Farley & Loetscher Mfg. Co.—LS
Thomason Plywood Corp.—PW

DOORS, SLIDING GLASS
Axinn & Sons Lumber Co.—PW
Holliday—HB
Miller Sliding Glass Door Co.—PC
Trim Slide, Inc.—LS

DRYER, CLOTHES
RCA Whirlpool Corp.—PC
Westinghouse Electric Corp.—LS

FAN, BATHROOM
Broan Mfg. Co., Inc.—PC
NuTone, Inc.—NR
Progress Mfg. Co., Inc.—NR

FAN (OR FAN AND HOOD), KITCHEN
Berns Air King Corp.—LS, PW
Herline Metal Products—HB
Home Metal Prods. Co.—NR
NuTone, Inc.—OT
Swanson Mfg. Co.—PC

FIXTURES, LIGHTING
Courtley Enterprises—LS
House of Lights—HB
Lightolier, Inc.—OT, PW
Progress Mfg. Co., Inc.—NR

FIXTURES, PLUMBING
American Standard—NR
Briggs Mfg. Co.—LS, PW
Central Brass Co.—PC
Eljer Co.—OT
Mansfield Sanitary Corp.—PC
Universal-Rundle Corp.—HB

FLOOR COVERING
Amtico Div., American Biltrite Rubber Co.—LS, NR
Armstrong Cork Co.—PC, PW
Kentile, Inc.—HB

FLOORING, CERAMIC
Mosaic Tile Co.—NR
Wenczel Tile Co.—PW

FLOORING, WOOD
E.L. Bruce Co.—PC, PW

GLASS, WINDOW
American Glass Co.—HB
Caradco, Inc.—LS
Pittsburgh Plate Glass Co.—OT, PC, PW

HARDWARE
Amerock Corp.—NR
Dexter Lock Div.—PC
Kwikset Div., American Hdwe. Corp.—HB, PW
McKinney Mfg. Co.—LS
National Lock Co.—OT
Sargent & Co.—LS
Stanley Hardware Div., Stanley Works—LS, PC
Weiser Co.—NR

HEATER, FORCED WARM AIR
Airtemp Div., Chrysler Corp.—NR, PC
Coleman Co.—PC
General Electric Co.—OT, PW
Holly-General Co.—HB
Westinghouse Electric Corp.—LS

HEATER, WATER
American Standard—NR
Holly-General Co.—HB
Marvin Associates—OT
Pa. Range Boiler Co.—LS
Rheem Mfg. Co.—PW
Rudd Mfg. Co.—PC

INSULATION
Baldwin Ehret-Hill, Inc.—LS
Owens-Corning Fiberglas Corp.—LS, NR, PC
U.S. Gypsum Co.—HB
U.S. Mineral Co.—PW

LUMBER, FRAMING
Georgia-Pacific Corp.—PW
Inland Lumber—HB
Weyerhaeuser Co.—PW

PAINT, EXTERIOR
Dunn-Edwards Corp.—HB
John Lucas Co.—LS
Maton, Inc.—OT
National Lead Co.—PW
O'Brien Corp.—PC
Roach Paint Co.—NR

PAINT, INTERIOR
Dunn-Edwards Corp.—HB
Maton, Inc.—OT
O'Brien Corp.—PC
Roach Paint Co.—NR
United Lacquer Mfg. Co.—LS

PIPING
Chase Brass & Copper Co.—PC
Nibco, Inc.—PC
Phelps Dodge Corp.—PW
Reading Tube Co.—LS

RANGE & OVEN
General Electric Co.—HB, OT, NR, PW
RCA Whirlpool Corp.—PC
Westinghouse Electric Corp.—HB, LS

REFRIGERATOR
General Electric Co.—OT
RCA Whirlpool Corp.—PC
Westinghouse Electric Corp.—LS

ROOFING
Certain-teed Products Corp.—NR
Ruberoid Co.—LS

SERVICE BOX, ELECTRIC
Arrow Conduit Fittings Corp.—LS
Federal Pacific Electric Co.—PC
General Electric Co.—PW
Walker Co.—OT
Zinsco Electric Products—HB, NR

SHEATHING
National Gypsum Co.—NR
U.S. Gypsum Co.—LS
U.S. Plywood Co.—LS, PW

SHOWER DOOR
Anoroc Prods. Inc.—LS
Associated Shower Doors—HB
Loup Engineering Co.—PC
Olympic Building Products—PW
Shower Door Co.—OT

SHOWER HEAD
American-Standard—NR, PW
Milwaukee Faucets, Inc.—PC
Moen Faucet Div., Standard Screw Corp.—HB
Sterling Faucet Co.—LS

SHOWER RECEPTACLE
Fiat Metal Mfg. Co.—LS, PC
Pre-Cast Products—PC

SIDING
Johns-Manville Corp.—PW
Masonite Corp.—HB, LS, PC
National Gypsum Co.—LS
Simpson Timber Co.—PC
U.S. Plywood Corp.—NR

SINK
Briggs Mfg. Co.—PW
Crown-National Co.—NR
Federal Enameling & Stamping Co.—LS
Ingram-Richardson Mfg. Co.—PC
Virco Mfg. Co.—OT

THERMOSTAT
General Electric Co.—OT, PW
Minneapolis-Honeywell—HB, OT, LS, NR, PC

best home for the money



ANDERSEN CASEMENT WINDOWS

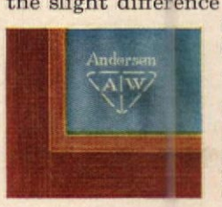
What a beautiful way to cut heating and cooling costs!

IT'S TRUE. THIS YEAR AND EVERY YEAR you can cut heating and air conditioning bills up to 15% in a home with Andersen Windows.

It's the way Andersen makes windows. Double sealed . . . with weatherstripping and double contact between sash and frame. Up to 5 times as weathertight as industry standards. Extra weathertight to seal out dust and drafts for the life of your home.

Savings and comfort are only part of the story. Andersen Windows offer the ageless charm of rich, warm wood. Wood that adds beauty and lasting value to your home. Wood specially treated for permanent protection against termites and decay.

Available in 7 basic styles and hundreds of sizes, there's an Andersen Window for every type home. They *may* be priced a bit higher. But in fuel savings alone, they will make up the slight difference in a season or two. After that, you get the full savings of a home with Andersen Windows.



When you buy or build your home, look for the Andersen name on the window. It's a good sign of quality throughout the house.

Andersen Windowalls AW

. . . America's Most Wanted Windows



FREE! New Home Buyers Guide and Checklist. Tells you what to look for in a new home.

Check for free booklets. Mail coupon today.

- ☐ New Home Buyers Guide and Checklist
- ☐ Window Beauty Ideas, new edition
- ☐ A Treasury of Remodeling Ideas, new edition

I plan to build ☐ I plan to remodel ☐

NAME

ADDRESS

CITY ZONE STATE

Andersen Corporation • Bayport, Minn. AH-22

ACCESSORIES: THE SPICE OF EVERY ROOM

ROBERT W. HOUSEMAN

What is an accessory? It's a pillow or a Picasso or a peacock-blue quill pen. It's a lamp or a looking glass or a bright bowl of lemons. It's a potted palm or a painted plate, a teapot or a tapestry, a stool or a fire tool, a tureen, a figurine, a magazine, an urn, a fern, an epergne, or a butter churn. Accessories are anything and everything—anything from objets d'art to ash trays, and *everything* from a decorating standpoint.

But, whether it's a piece of sculpture or a branch of the forsythia bush outside, an accessory is a piece of yourself. Accessories tell everything about you, just like your pins and scarves and perfume. Are you witty? Are you sentimental? Are you fond of Sandwich glass? Do you know the name of every flower in the field? Your sofa and chairs will never tell, but your accessories will. Without them, a room is tongue-tied and shy, dull as dishwater, and dead as a doornail. So let's accessorize!

(continued)



ERNEST SILVA

WHAT A DIFFERENCE accessories made in this apartment living room. Basically a good room with tastefully arranged furniture, it acquired a sparkling personality with a wallful of brightly matted prints, vivid accent pillows, handsome unmatched lamps, and interesting "somethings"—that bring this room to life.









HANS VAN NES

Where should you begin your accessorizing? Right at the front door. Would a fancy framed mirror with brass sconces light up the hall? Is there room for a brightly cushioned buggy bench or a handsome high-back side chair? How about a cheerful accent rug to soften the high polish of the floor?

Next consider the all-important walls of your living room. Luckily the museums and art stores are filled with excellent reproductions of modern and traditional paintings, if the original oil you crave doesn't fit into the budget. Mix pictures with mirrors and clocks, samplers and barometers, wood sculptures and old maps for interesting effects. Hang tapestries, needlepoint, or frame the pattern repeat of a pretty chintz to please the traditional eye.

(text continued on page 65)

WHAT A ROMANTIC living room with its sparkling French-flavored accents. The Louis XV fire screen, the Flemish flower painting, and the mantel-top clock and candlesticks carry out the delicacy and grace of the curving French provincial furniture. The coffee table is bright with flowers and fruit in French soufflé dishes; a bower of basketed flowers fills the window. Delft and Chinese export china are displayed in the cabinet.

WHAT A TRANQUIL corner in the guest room-study of Mr. and Mrs. Byron Webster of Chicago, Illinois. Colorful books, plates, and small antiques glow quietly in a specially designed storage wall. The fine antique bench, hanging oil lamp, green opaline desk lamp, and time-mellowed desk appointments all reflect the importance of accessories.

DESIGNER: ALBERT HIGGINS INFORMATION: JESSIE WALKER PHOTOGRAPHER: KRANZTEN STUDIOS





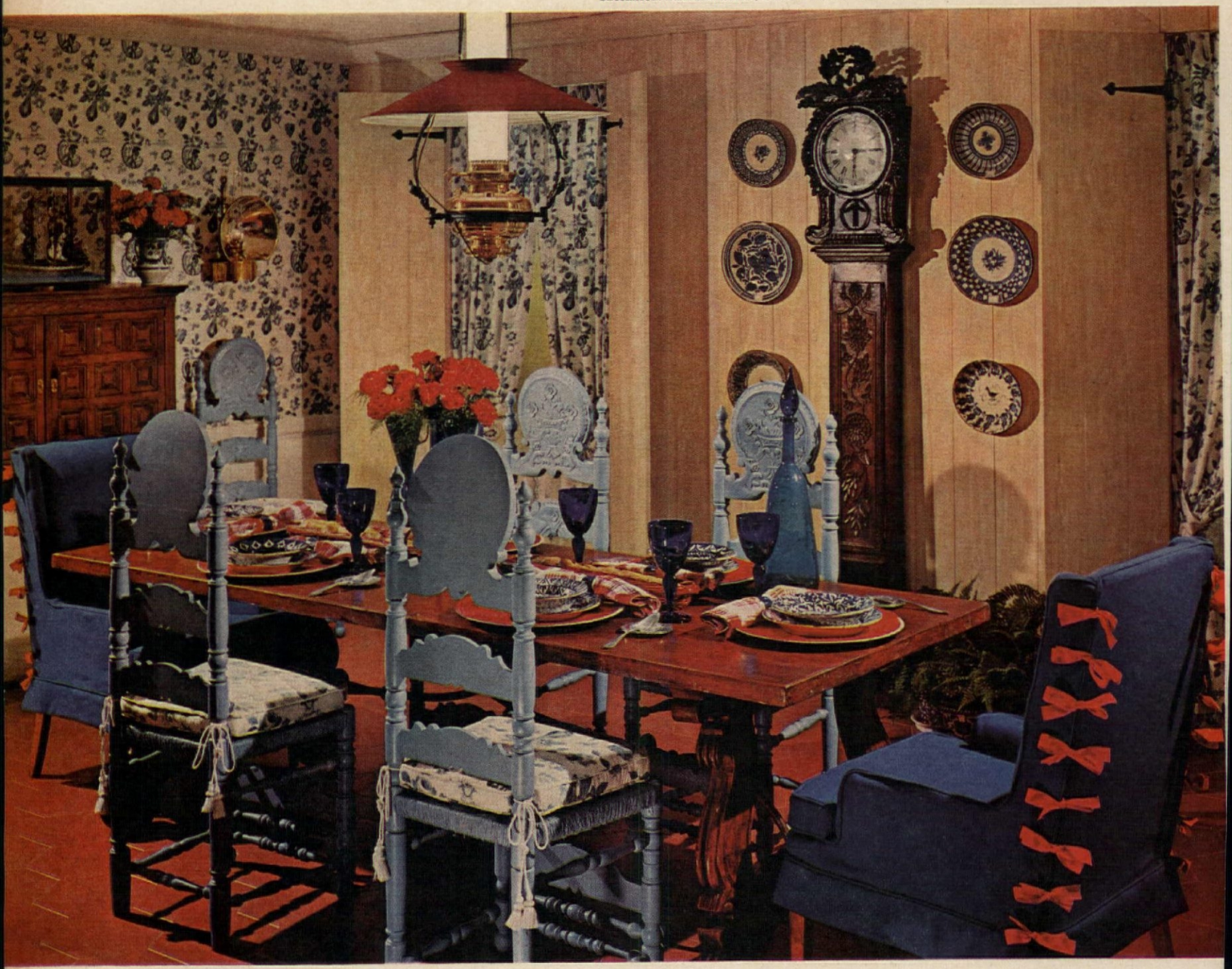
WHAT A CHARMING family room with its wealth of books and contemporary art work, clearly reflecting the occupants' interests. It's a serene, uncluttered room, but the combination of warm woods, bright metals, and textured fabrics gives it an air of hospitality. Pictures and interesting objects draw the eye to rows and rows of colorful books. The coffee table shows off a modern brass sculpture; a lithograph decorates the hearth.

ARCHITECT: STANTON & ROCKWELL
INFORMATION: JESSIE WALKER
PHOTOGRAPHER: KRANZTEN STUDIOS



WHAT A LIGHTHEARTED dining room with its blue and white Italian pottery echoing and emphasizing the pattern at windows and on wall. Every detail from blue goblets to red bows, from bright carnations to gleaming brass lights contributed to the blithe spirit of this provincial dining room. The handsome grandfather's clock qualifies as an accessory here because of its highly ornamental character. It's a room with a party personality.

DECORATOR: FERRIS MEGARITY, B. ALTMAN & CO. PHOTOGRAPHER: ERNEST SILVA



WHAT A VIVACIOUS bedroom-sitting room with its unusual wall accessories standing out smartly against black and white checked wallpaper. Spicy red accents are provided by the woven Spanish pillow and velvet-covered footstool. Decorative plates and bedside accent rug add a sunny note harmonizing with a saffron tôle lamp and pretty bowls of fresh-faced flowers. Even the lace-edged ceiling ruffle and fern-filled flowerpots give charm to this Bavarian bedroom.

Shopping Information, page 72

DECORATOR: MILDRED LOFTUS, B. ALTMAN & CO. PHOTOGRAPHER: ERNEST SILVA


God
Bless our Home

THEODORE A. WESTON

HOW NOT TO BUY PLANTS!

What you don't know about shrubs can *hurt you—or at*

When you buy trees, shrubs, and flowers for the first time in your life, you stand a pretty good chance of making mistakes and at least some chance of being misled or actually cheated.

The odds are fairly heavy you'll buy plants that are the wrong kinds for the place you intend to use them. You may buy some that aren't suited to your part of the country. You'll quite likely buy some that are much too small for your purpose. And you may buy some that are quite lifeless, or are in the process of becoming so.

There's no telling which, if any, of these misfortunes will most probably befall you. But after looking into some of the experiences of new home owners in different parts of the country, we're convinced you ought to know something about the ways your plant purchases are most likely to go wrong.

From what we've discovered, most new home owners goof in one of three ways: (1) they're an easy mark for the smooth-talking door-to-door salesman, peddler, or "landscape gardener"; (2) they're suckers for the newspaper ad that offers "unheard of" bargains; or (3) they can't resist the "drastic reductions" available at the local discount center, supermarket, garden center, or roadside nursery.

DOOR-TO-DOOR-SALESMEN

Door-to-door selling is an old and accepted method of retail merchandising. It's both convenient and satisfactory if you know what and from whom you're buying. But it's cat-in-a-bag buying if you don't.

One new home owner told us he'd been stuck buying a foundation planting. "Cost a hundred dollars," he said, "and most of the plants weren't at all what I thought they'd be like. Then half of them died in the winter." He figured he'd been swindled.

But the fact is he had received exactly what he had ordered from the salesman and, as far as he could remember, all the plants had been alive when received. He simply hadn't known what he was buying and, willy-nilly, had made some very poor choices.

Among other things, he ordered a Norway spruce "for height," several "medium-height evergreen shrubs" called hypericum, and some "low-growing evergreens" called iberis. When he got the plants, he was satisfied with the spruce but was thoroughly dismayed by the appearance of hypericum and iberis.

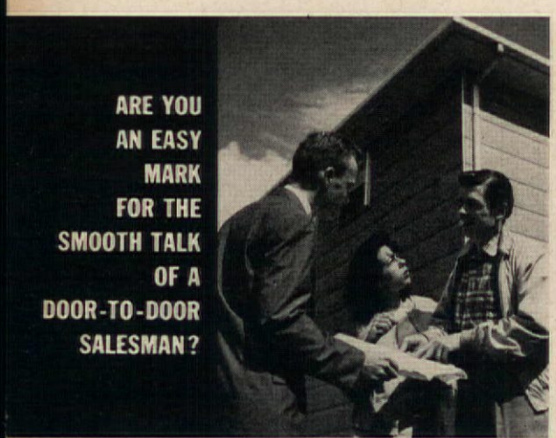
Was it entirely his own fault, or entirely the fault of the salesman, or the fault of both?

Actually there are no more swindlers or hard-sell artists in the nursery business than in any other business, and you're no more likely to be deliberately victimized buying plants than buying anything else. But you *are* more likely to make mistakes—or to fall for sales talk or advertising copy—when you buy something you know nothing about than when you buy something you are familiar with.

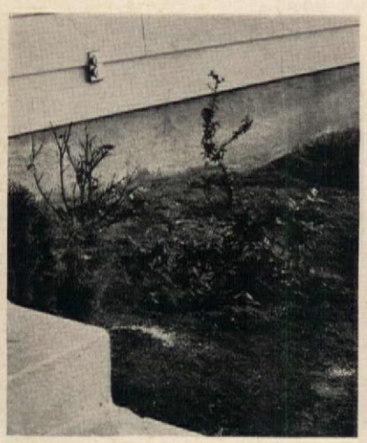
In the incident just related, apparently, the salesman had merely mentioned some of the plants he had sold to other people, with a few words of description, and the home owner had "gone along with him" on most of his suggestions. Maybe the salesman himself didn't know much about plants, but anyway he did carry a book that would have enabled him to answer most questions a customer might have asked. So the home owner *could* have learned that the Norway spruce is a giant forest tree not at all suited to foundation planting and that neither hypericum (St. Johnswort) nor iberis (perennial candytuft) is what most people would call an evergreen.

Under the circumstances, you have to admit that the customer was at least partly at fault.

LEW MERRIM



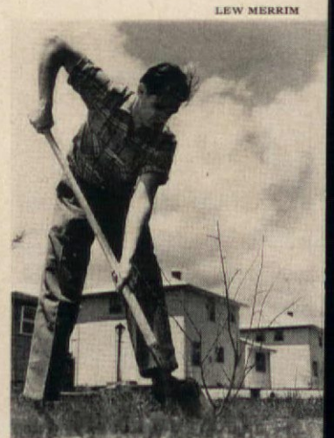
He said that with this planting the house would look like a million dollars.



But this picture in the spring sure wasn't our idea of a million-dollar look!



Even our fruit trees didn't look so good. Fact was, they were all stone cold dead!



So we dug 'em out—even a Russian olive which he said could stand 50 below zero. Couldn't take 10 below!

least cost you time, effort, money—and nervous energy!

In another case of poor choice of plants, we discovered, things went differently. The home owner placed a substantial order with a salesman and a week or so later showed the order to his brother-in-law, a former professor of horticulture. He thus learned that none of the plants he'd ordered was suitable for his totally shaded garden. So he called the salesman and asked him to make substitutions. But the salesman refused to do so—because the contract had been signed. At his lawyer's advice the home owner notified the company of the situation and, when the shipment arrived several months later, he refused to accept it or to pay the invoice. The plants remained at the express office for weeks and finally were returned to the company.

Here, let's say, both the salesman and the company were at fault and the home owner was just plain lucky. The point the lawyer made was that the order *could* have been changed or the shipment *could* have been held up until the matter was settled. The company did not bring suit and, since the home owner was not required to put a deposit on the C.O.D. order, his only loss was the consultation fee of his lawyer.

In some instances, however, we found that deposits had been made. Sometimes this made the purchaser reluctant to think about trying to change or cancel the order even though advised to do so. But we found one instance in which a purchaser after making a deposit had inspected the plants on arrival, considered them too small, and had rejected the shipment. He tried to get his deposit back, but when he failed to do so he decided to forget the whole thing rather than send good money after bad or get involved in a lawsuit over a few dollars.

In the colder areas—Denver and Minneapolis, for instance—salesmen for out-of-state companies have taken orders for plants that are not winter-hardy or are of doubtful hardiness in the area. Of course, the hardiness or non-hardiness of a spring-planted shrub is not proved till a year later, and what can you do about it then?

The physical condition of plants supplied by companies represented by door-to-door salesmen is evidently satisfactory in most instances. It's infrequent that purchasers complain of plants being dead or half dead when received. But complaints that plants are smaller than expected are commonplace. A Minnesota horticulturist, when checking on such a complaint, found the shrubs to be scarcely larger than what the nursery trade calls lining out stock. And an Ohio purchaser of such stock told us that although he "wouldn't call the sale an out-and-out fraud, it was certainly close to it."

Incorrect labeling and substitutions that are to the purchaser's disadvantage are other reasons for complaint. In such cases a non-warranty clause usually absolves the company from responsibility for correct labeling and a reasonable-sounding paragraph in the contract allows it to substitute at its discretion.

Evidently company guarantees are generally honored. Usually these promise that any plants that don't grow will be replaced without charge. But many purchasers neglect to take advantage of guarantees, either from inertia or from lack of confidence in the company. Sometimes, too, the guarantee stipulates that losses must be reported within a certain time and the purchaser doesn't know that plants have died until after the reporting period has run out.

Nursery stock sold from a truck may look like a better deal than an order placed with a salesman. At least you can see what you're getting. But evidence indicates that unless you can identify the plants and can tell whether they're in good condition, properly dug and balled, you're likely to do no better,

(continued on page 72)

OR DO YOU FALL HARDER FOR WORDS IN PRINT--SAY, THE HARD-SELL ADS IN THE SUNDAY PAPERS?



We'd ordered 61 trees and shrubs from the ad—and, believe it or not, there were *61 plants in the package.*



But if this was a tree, can you imagine what we'd have got if we'd ordered rock garden plants?

OR IS IT ONLY AT DISCOUNT SALES THAT YOUR RESISTANCE FINALLY GIVES OUT?



They didn't look so good, but I couldn't resist the price. P.S. They all died.

GRETCHEN HARSHBARGER

Plant a picking patch of flowers color-coordinated to your home! Grow what will look prettiest in *your rooms*, with *your furnishings*, and with *your company table settings!* Why plant hit-and-miss assortments that include colors you know you'll never use, when it's possible to select varieties that will be exactly right? Rules for choosing ideal flowers for any room are simple. Decide which color is the predominant one in that room. Any flowers of that color will look custom-designed for the situation. So will blooms of either similar hues, or contrasting ones—especially if they repeat one or more of the accent colors used in the room's décor. For examples, see the pictures below.

PLANT FLOWERS TO BLEND



In yellow rooms, *use flowers in any of the colors shown above; also blues alone or combined with yellow or orange. Flowers pictured are: green bells of Ireland; feathery yellow celosia 'Golden Fleece'; marigolds 'Primrose Climax' (pale yellow), 'Orange Glow,' and 'Penn State' (similar orange fluffy-quilled beauties), and dwarfs 'Flame' and 'Brownie Scout'; perky small red-and-gold zinnia 'Old Mexico' (1962 All-America Selection); and enormous 'Gloriosa Double Daisies' (front center).*

When walls are white, or near white, *and one color predominates in the decorating (as red, below), you can't go wrong repeating that color in your flowers. In our picture, gladiolus 'Sans Souci' echoes the red of the draperies, and new 'Polynesian' zinnia harmonizes in glowing shades of coral. Notice how stunning the blue color of the goblet container looks in this setting, proving that blue flowers, too, would be right for this room.*



Easiest, quickest, and most prolific flowers are annuals. They're usually started from seed outdoors. In addition, such "bulbs" as dahlia, gladiolus, tuberose, and tuberous begonia give fast results and are excellent for color and cutting. Tuberous begonias should be started early indoors but the others are usually planted directly in the garden when danger of frost has passed. Chrysanthemums (quickie perennials) are a "must" for their wonderful range of colors in autumn, and long-lasting cut blooms. In choosing from all these plants, try to include flowers of different shapes such as round, spiky, and lacy. They provide diversity for your arrangements.

(continued on page 75)

WITH YOUR DECORATING

If your room is basically blue, with red accents, *flowers can be blue, white, red, or any combination of these colors. Look at these pictures photographed in the same room, to get an idea of the different effects you can achieve. Big scarlet zinnia, below, is 'Red Man,' new this year and an honored All-America Selection.*





When using assorted colors, *let one predominate. Arrangement above emphasizes blue. Spiky blooms are white and blue larkspurs and snapdragon 'White Rocket.' Blue buttons are cornflower 'Blue Boy.' Center flowers are Burpeeana asters 'Blue Sky' and darker 'Blue Boy.' Purple foliage is basil 'Dark Opal,' 1962 All-America Selection.*

PHOTOGRAPHED AT MACY'S, HERALD SQUARE, BY ERNEST SILVA



60-MINUTE MEAL WITH

SPAGHETTI ITALIANO

Got a yen for spaghetti, but no time to make the delicious sauce? Well just try our 60-minute spaghetti dinner. You'll swear the zesty meat sauce (Salsa Napoli) has been simmering on the range all day. But all it really takes is 35 minutes! For a really different sauce that needs no cooking, we created a meatless one (Salsa Verde) which you can whip up in only 10 minutes. Why not try both? Treat your family to one this week and surprise them with the other next week. Along with the spaghetti be sure to serve a crisp green salad and hot toasted French bread.

Irwin Horowitz



To top off this rich meal, there is only one possible choice: Quick Cherry Tortoni—a real delight and you'll never guess how easy it is to make. And, don't forget steaming cups of full-bodied espresso! To speed you on your way with this dinner, we supply a shopping list, and step-by-step time schedule. You'll find these plus the starred recipes on page 59.

Spaghetti with
*Salsa Napoli**
*or Salsa Verde**
Tossed Green Salad with Dressing
Toasted French Bread
*Quick Cherry Tortoni**
Espresso

French cooking can be easy

Reported by Joan Cassell



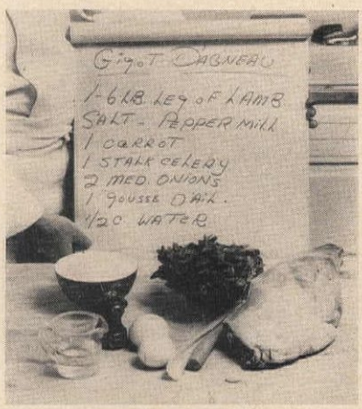
JOE LONG

This is the second in a series of lessons in basic French cooking by Joe Hyde. In this lesson, Mr. Hyde, a dedicated chef and teacher, discusses the art of roasting. Using lamb as his subject, he covers the full gamut — from selection to artful carving. About a beautiful roast, as with any dish, he says, "There's got to be humor, feeling, fun, a bit of emotion, and a love for cooking. If there is, the food will certainly taste good."

STEPHEN MICHAEL



Joe Hyde reveals some French secrets in technique of roasting.



Ingredients for Gigot D'Agneau



*1. "**When ordering lamb,** ask the butcher to cut between each chop (in this case three) to the bone. You know, they're at the broad end of the leg. Have him put a string around them to hold the roast together.*

"Preheat oven to 500°. I know all the home economists say never use a hot oven. But I don't think the roast shrinks more—you just get rid of all the outside fat. And it gets so nice and brown and crusty on the outside. It tastes better, too, if you use the French method of reposing the meat, so it's evenly pinkish inside."



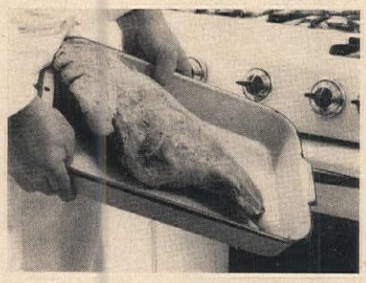
*2. "**Make a little cut** in the lamb with a narrow knife. Cut a sliver of garlic and push it into the incision, using the butt end of the knife. We're going to have a taste of garlic in this lamb. My goodness, it's a wonderful taste. I love it! How much garlic you use isn't important. If you like garlic you put in a lot. If you don't like it, don't put in any."*



*3. "**Salt and pepper meat** generously. Salt right out of a bowl because you can measure it better with your fingers than with a spoon. If you're going to use spoons all the time, you'll go crazy! Pepper from a pepper mill because it tastes better."*



*4. "**Place lamb in roasting pan.** This isn't the right pan. It really should be oval. But use whatever pan you have. If you're going to worry about just the right pan, you shouldn't cook, you should knit."*



*5. "**Put pan into 500° oven** till meat begins to brown—about 25 minutes."*



*6. "**Meanwhile, cut up the mirepoix.** Mirepoix is a group of vegetables (celery, carrots, onions) that enhances the taste of whatever it's cooked with. It's a fast word to say—you can say 'mirepoix' faster than 'celery-carrot-onion!' Mirepoix is important to the French, that's why they invented this word for it.*

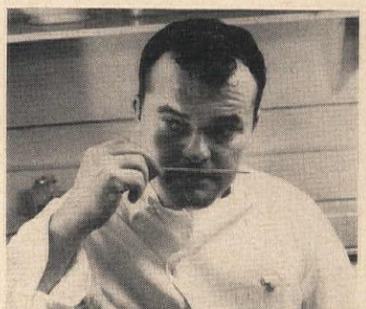
"Turn oven down to 350° when meat begins to smoke. Remove pan and pour off excess fat, if there is any. Flip mirepoix over lamb, any which way, and put back into the oven for about 10 minutes. The celery, carrots, and onions sauté a little in the pan, and take on the flavor they have when brown. Browned mirepoix has a stronger taste just as browned lamb has a stronger taste. Everything follows in French cooking, everything is treated so that the tastes will be complementary."



*7. "**When the mirepoix has browned,** take the roast out of the oven, and pour a half cup of water over the top. Put it back and let cook till it's time to take out. We feel in this country that lamb should be well done. I agree with the French, who like it pink. Let's compromise and have it vaguely rose."*



*8. "**In about 20 minutes,** we start testing to see if the meat is done. Remove the lamb from the oven, take a little skewer and stick it in fast, and count: one, two, three, and out! Put the skewer to your upper lip and feel the center. For medium rare, the skewer should be vaguely warm in the center. If the center is cool, put lamb back in the oven and try again in 5 or 10 minutes."*



*9. "**I like to use the skewer method** rather than a meat thermometer. The*

(continued on page 62)

VIRGINIA T. HABEEB

Your kitchen can be small and beautiful

It's all very well, if you have the money and the space, that your kitchen include an extra-large work area, a kitchen-family area, a laundry, a dining area—perhaps a planning corner and a pass-through to an adjoining patio. All these are nice but not really necessary!

Actually, a kitchen is complete if all it has are those appliances necessary to prepare food and clean up after, cabinets for adequate storage, and a counter area. Must such a kitchen look like a pint-size cubicle? Of course not!

On these pages we show three all-new, all-electric kitchens we designed with the co-operation of Frigidaire. They are small but complete in every detail—and aren't they pretty?

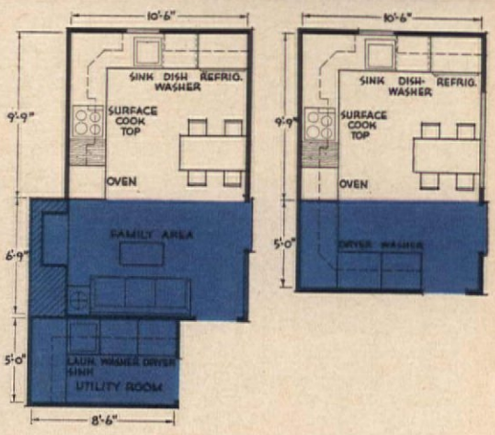
And the best news of all is that if you do have money and space, these basic plans can grow to include the extras. (See the colored portions of the floor plans shown on the following pages.)



CABINETS: WHITEHALL. PHOTOGRAPHER: KRANZTEN STUDIOS

Warm, cherry-finished cabinets, *blue and white flowered wallpaper, and bright red accessories point up the colonial charms of this small but beautiful kitchen. Hint for small-kitchen owners: use small-scaled furniture and make decorative use of every inch of wall space (see below).*



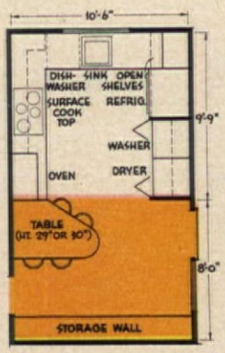


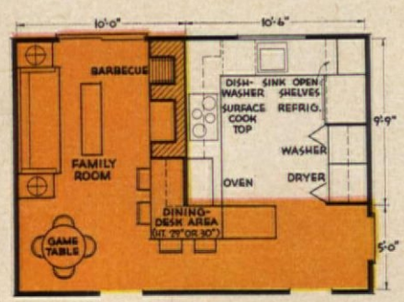
L-shape colonial

The kitchen we show here is a 9'9"x10'6" room. The third wall boasts such extras as an eating area and a place free to carry off the decorating scheme. There's enough room to provide floor and counter space for a built-in double oven, surface cooking top, dishwasher, sink, disposer, and a free-standing refrigerator that looks built-in. The shaded area of the plan, above left, shows what can be done if you have more space and a bigger budget for a family room and utility room. At right, what you can do to get a laundry area.

***Persimmon and white gingham café curtains** with gathered valance are used to dramatize the bold floral wallpaper in this provincial kitchen. The same fabric is shirred on rods to fill the door panels of the fold-away divider between the kitchen and laundry area. The white coach lamps on either side of the sink are bright accessories.*







U-shape provincial

In a 9'9"x10'6" area we show you what can be done in a U-shape kitchen, probably the most popular of all kitchen plans because it helps confine work activity to one area and provides flexibility in planning. You've room here for a newly styled built-in oven with a glide-up glass door (convenient for standing up close, easy to load, unload, and keep clean), a surface cooking top with remote control panel, dishwasher, disposer, refrigerator, washer and dryer. In the top plan, you see how to gain a dining area and storage wall. Or go all out and add a family room with barbecue!

(continued)







TOMATO SOUP MADE WITH MILK adds so much to a simple sandwich lunch. The goodness that comes from whole, fresh, vine-ripened tomatoes. The added nourishment of fresh milk. The wonderful flavor that makes Campbell's Tomato Soup America's favorite. Serve it with a cheese sandwich, and there's a good hot meal! It's hot and ready in just 4 quick minutes!

CREAM OF VEGETABLE SOUP MADE WITH MILK gives you milk in the soup as it comes from the can and extra milk you add. Gives you 6 Campbell vegetables, too, and delicious flavor. Have it with a ham sandwich, or any sandwich, and you've made a quick lunch a good, hot, extra-nourishing meal. Have it often . . . Campbell's Cream of Vegetable Soup.



How to get more milk into lunch ...just open a can of *Campbell's*



CREAM OF MUSHROOM SOUP MADE WITH MILK adds a touch of luxury to an everyday lunch. Gives you cream in the mushroom purée, along with the milk you add. Gives you tender nuggets of prize Campbell mushrooms, too. Have Campbell's Mushroom Soup with a meat sandwich or any favorite sandwich, and you have a lunch that's hot and extra-nourishing.

CREAM OF CHICKEN SOUP MADE WITH MILK gives you cream in the soup as it comes from the can plus the extra nourishment of the milk you add. Gives you tender chicken, too, and wonderful flavor. Have Campbell's Cream of Chicken Soup with a peanut butter sandwich—or any favorite sandwich—to make a quick, simple lunch a hot, nutritious meal.

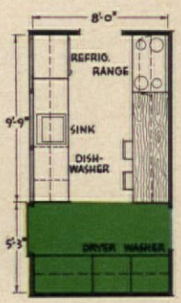


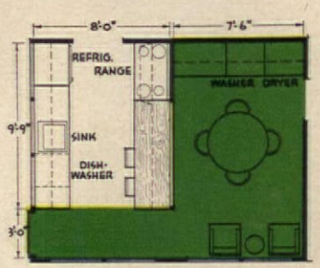




***Our gay contemporary kitchen** is prettily decorated with leaf green wall cabinets, green and white check curtains, white base cabinets with blue counter tops, and a blue and white daisy wallpaper that covers both walls and ceiling. In a small room such as this, add a bright touch by decorating a door with a stylized tree design in collage technique.*







Two-wall modern

In this 8′x9′9″ kitchen there's one wall with refrigerator, sink with disposer, dishwasher, and adequate counter space. Above the curtained window is a row of short but roomy wall cabinets. On the opposite side, (right) you see a free-standing range with a single oven, cooking top, and plenty of storage. We installed wall cabinets on the floor with a 25″ counter top to provide a knee-free eating area. Short wall cabinets here allow for drawers underneath to store silver and kitchen utensils. Shaded areas in plans show how to add laundry space or even a combination laundry-dining area.

FOR HOW TO BUY KITCHEN APPLIANCES, TURN TO PAGE 68.



GOOD COFFEE IS LIKE FRIENDSHIP: RICH AND WARM AND STRONG

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Really good coffee, generously made:
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JUNE M. TOWNE and Foods Staff

TAKE A CAN OF TUNA

Tuna is tops with everybody—kids and grownups, dieters and plate-polishers, vitamin counters and cholesterol watchers, gourmets and penny-pinchers—even people who don't like fish! Here are six tempting recipes that make the most of this tender, meaty, delicate-flavored king of canned fishes.

Try a tasty, festive-looking Tuna Mousse filled with delightful bitefuls of tuna, celery, and olives folded into an airy gelatin base. Serve pretty bubbling ramekins of Tuna Florentine—a delicious blend of flavorful tuna and tender spinach, topped with a creamy cheese sauce. Tasty Tuna Croquettes are sure to put pep in midwinter appetites. Serve these slightly spicy, light-textured treats with spoonfuls of hot melted cheese spread.

Don't wait to bake a mouth-watering Tuna Biscuit Roll! It has two of tuna's favorite flavor friends—mushrooms and pimientos. Try a rich, tangy Tuna Rarebit and Rice (continued)



Opposite page: Tuna Mousse, Tuna Florentine, and Tuna Croquettes.
This page: Tuna Biscuit Roll, California Tuna Salad, Tuna Rarebit and Rice.

HOWARD GRAFF

• TUNA BISCUIT ROLL

Preparation time: 20 min.
Baking time: 20–25 min.

1 can (6½-7 oz.) tuna, drained and flaked
1 can (3-4 oz.) sliced mushrooms, drained
2 tbs. diced pimiento
2 tbs. parsley flakes
1 can (10½ oz.) cream of mushroom soup
2 c. biscuit mix
1 tsp. onion powder
½ tsp. seasoned salt
⅔ c. milk

• Combine tuna, mushrooms, pimiento, parsley, and 2 tablespoons undiluted soup in small bowl. Combine biscuit mix, onion powder, and salt in medium-sized bowl; add milk; stir until moistened. Turn out on lightly floured surface; knead 5 or 6 times. Roll dough out to rectangle 9 x 12 inches. Spread tuna mixture on dough; roll up, jellyroll fashion, starting at short side; place on greased cooky sheet. Bake in hot oven (425°F.) 20 to 25 minutes, or until golden brown. Serve with sauce made by combining remaining cream of mushroom soup with ½ cup milk. Heat slowly, stirring until smooth.

Makes 8 servings *285 cal. per serving* *Source of Vitamins A,B,C*

***Tested in* THE AMERICAN HOME KITCHENS**

• CALIFORNIA TUNA SALAD

Preparation time: 20 min.

½ c. dairy sour cream
½ tsp. salt
⅛ tsp. cayenne
2 tbs. lemon juice
2 cans (6½-7 oz. each) or 1 can (12½-13 oz.) tuna, drained
1 c. diced celery
Salad greens, washed and dried
1 medium-sized avocado, peeled and cut in crescents
1 can (13½ oz.) pineapple chunks, drained
Dressing
½ c. dairy sour cream
½ tsp. salt
1 tbs. lemon juice
2 tbs. capers

• Combine ½ cup sour cream, ½ teaspoon salt, cayenne, and 2 tablespoons lemon juice; mix well. Toss with tuna and celery. Mound mixture on bed of greens in salad bowl. Surround with avocado and pineapple. Blend Dressing ingredients together; serve dressing with salad.

Makes 6 servings *348 cal. per serving* *Source of Vitamins A,B,C*

***Tested in* THE AMERICAN HOME KITCHENS**

• TUNA RAREBIT AND RICE

Preparation time: 20 min.
Cooking time: 15 min.

1 can (6½-7 oz.) tuna
1 lb. Cheddar cheese, cubed
¾ c. evaporated milk
1 egg, slightly beaten
1 tsp. Worcestershire sauce
1 tsp. dry mustard
1 medium-sized onion, chopped (½ c.)
⅓ c. melted butter or margarine
4 c. hot cooked rice
1 c. coarsely chopped peanuts

• Drain oil from tuna; combine oil, cheese, and milk in saucepan; cook over medium heat until cheese melts and sauce is smooth. Mix a small amount of sauce into slightly beaten egg: return to remaining sauce in saucepan; add Worcestershire and mustard. Cook, stirring constantly, until sauce thickens; flake and add tuna. Sauté onion in melted butter or margarine until soft; combine with rice and peanuts. Garnish with parsley, if desired. To serve, spoon rarebit over rice.

Makes 6 servings *672 cal. per serving* *Source of Vitamins A,B,C*

***Tested in* THE AMERICAN HOME KITCHENS**

MORE RECIPES ON PAGE 63

and, just for a breath of spring, toss up a California Tuna Salad filled with succulent avocados and pineapple chunks.

That can of tuna on your shelf has a story to tell. When it comes to nutrition, flavor, versatility, and economy, tuna speaks with authority. It's an excellent source of protein. It's high in vitamin A, and the B vitamins, particularly B-12. Its sodium content is very low, and if it's packed in oil, the oil is of vegetable origin, which doesn't increase the blood cholesterol. Thrifty and flavorful, tuna now comes in four different can sizes—individual (3¼ and 3½ oz.), regular (6½ and 7 oz.), family size (9¼ oz.), and giant (12½ and 13 oz.). Take your pick. Here are some more interesting recipe tricks with tuna:

Chinese Tuna is a quick and clever supper dish. Combine Chinese vegetables and tuna. Serve over Chinese noodles.

Tuna Sauce adds a gourmet touch to a fluffy omelet. Combine tuna, cream of celery soup, pimientos.

Tuna Dip puts zip into party fare. Combine onion soup mix, tuna, and sour cream.

Tuna Heroes make a hearty meal. Split French bread, spread with mayonnaise mixed with grated onion. Top with flaked tuna, sliced tomatoes, and cucumbers.

Tuna Cups make a pretty side dish. Pile tuna salad into green pepper cups and garnish with watercress.

Tuna Popovers will tempt everyone from toddler to grandpa. Fill hot popovers (made from a mix) with creamy tuna à la king.

Tuna Pimientos are full of color and flavor. Stuff whole canned pimientos with tuna salad.

Tuna Franks are delicious served with mugs of cream of celery soup. Fill rolls with tuna salad; wrap in aluminum foil and heat.

Tuna Plate for dieters is an interesting flavor twist. Combine tuna, cottage cheese, and chopped chives. Serve with fresh fruit.

More Tips: Add a can of drained tuna to canned tomato soup, season with oregano. Add tuna to spaghetti sauce. Add tuna to a can of stewed tomatoes and serve over toasted corn bread.

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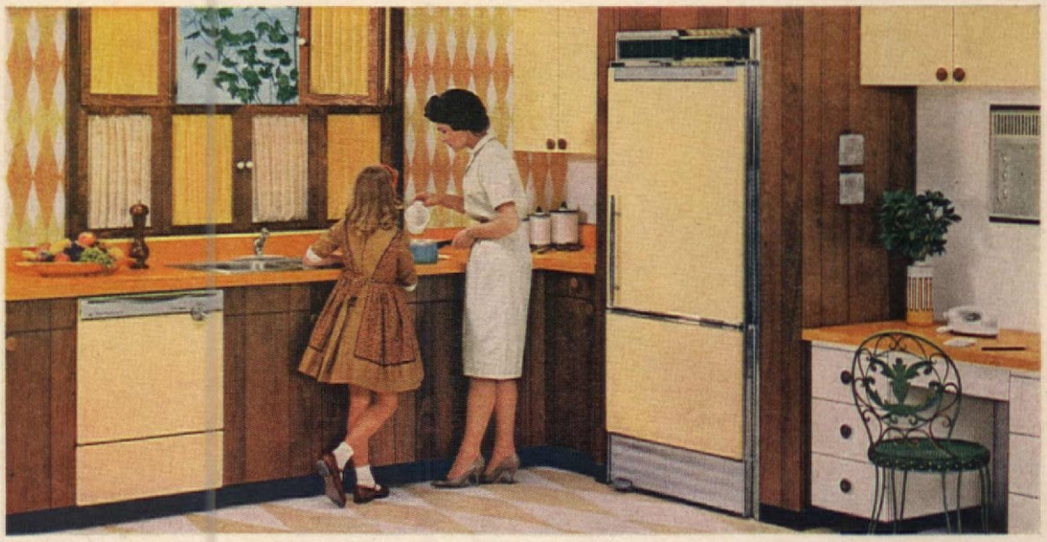
Cooking with a Flair! Exclusive Glide-Up glass door Wall Oven lets you see what's cooking—moves out of the way for easy cleaning. Cook-Master turns oven on-off—cooks dinner automatically. Bold-fashioned styling.

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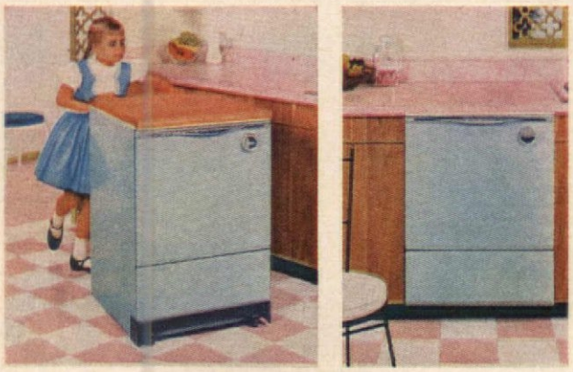


Easy, sanitary clean up. Frigidaire Disposer removes all types of food wastes 30% to 50% faster. Quiet. Safe.





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How can something so sensible as a bedside phone be so delightful, too!

You know, of course, that a bedside extension phone has its practical, everyday virtues. By day, it saves you steps and time. At night, it gives you precious security, for all the world's within easy reach of your pillow.

But a bedside phone has a wonderful bonus as well. *Comfort*. Beautiful, blissful, delightful comfort when you're telephoning. It's useful, and such a pleasure to use! Order from the Business Office or your telephone man.

BELL TELEPHONE SYSTEM

60-Minute Meal With Spaghetti Italiano

Here are the recipes, shopping list, and time schedule. Clip along dotted lines, but do not separate the recipes. Fold on straight lines into one 3x5″ unit with the menu card on top, and slip into transparent envelope for filing in your Menu Maker.



• SALSA NAPOLI OR SALSA VERDE

1 pound package spaghetti or other preferred pasta
1 jar (4 ounces) grated Parmesan cheese
1 head chicory
1 head lettuce
1 pint pure vegetable oil
1 bottle wine vinegar
1 loaf French bread
1 container garlic powder
1 pound espresso coffee or 1 jar instant espresso

FOR SALSA NAPOLI
½ pound ground beef
1 container oregano

FOR SALSA VERDE
2 packages (3 ounces each) cream cheese
1 garlic bud
1 bottle (4 ounces) olive oil
1 bunch parsley

Check your staple shelf for: Butter or Margarine, Salt, Paprika, Pepper, Sugar.

See other side of card for time schedule.

• 60-MINUTE MEAL

MENU

Spaghetti
(or any other preferred pasta) with
Salsa Napoli or Salsa Verde
Tossed Green Salad With
Continental Dressing
Toasted French Bread
Quick Cherry Tortoni
Espresso

SHOPPING LIST

1 pint vanilla ice cream
1 small jar maraschino cherries
1 small package vanilla wafers
1 bottle almond extract

• QUICK CHERRY TORTONI

Preparation time: 15 min.
Chilling time: 45 min.

1 pt. vanilla ice cream
¼ c. drained, chopped maraschino cherries
½ c. crushed vanilla wafers (12 wafers)
1 tsp. almond extract

• Scoop ice cream from package into mixing bowl; let stand while preparing remaining ingredients. Reserve 2 tablespoons crushed vanilla wafers for topping. Stir ice cream until softened, but not melted. Blend cherries, wafers, and almond extract into cream; quickly spoon into four 4-ounce paper or foil soufflé cups. Sprinkle reserved crumbs over top. Place filled cups directly on freezing surface of freezer or freezer compartment of refrigerator to quick-freeze. Decorate with whipped cream and additional maraschino cherries, if desired.

Makes 4 servings *205 cal. per serving* *Source of Vitamins A, B*

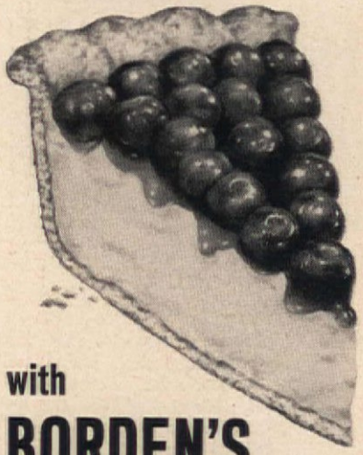
***Tested in* THE AMERICAN HOME KITCHENS**

• SALAD DRESSING



Make smoother

CHERRY CREAM PIE



with BORDEN'S EAGLE BRAND

Here's a "can't fail" recipe—smoother because Borden's Eagle Brand Sweetened Condensed Milk is a blend of whole milk and sugar, precooked to creaminess.

"NO COOKING" FILLING

1⅓ cups (15-oz. can) Borden's Eagle Brand Sweetened Condensed Milk
⅓ cup lemon juice
1 teaspoon vanilla
½ teaspoon almond extract
½ cup whipping cream, whipped

Use 1 stick Betty Crocker Instant Mixing Pie Crust Mix to prepare crust, as directed on Betty Crocker package. Combine Borden's Eagle Brand, lemon juice, vanilla and almond extract. Stir until mixture thickens. Fold in whipped cream; spoon into pie shell. Glaze using your favorite brand of canned prepared cherry pie filling. Chill 2-3 hours. Serves 5-6 pleased people.

50¢ Refund!

Send label from can of Eagle Brand, plus box bottom from Betty Crocker Instant Pie Crust Mix package, marked "50¢ Refund," and label from your favorite brand of canned cherries or cherry pie filling, to General Mills, Box #71, Minneapolis 60, Minn. We'll send you 50¢ in cash.

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1962

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MOUNTAIN MIST
perfect filling for Quilts

60-Minute Meal With Spaghetti Italiano

Here are the recipes, shopping list, and time schedule. Clip along dotted lines, but do not separate the recipes. Fold on straight lines into one 3x5″ unit with the menu card on top, and slip into transparent envelope for filing in your Menu Maker.

• QUICK CHERRY TORTONI



Preparation time: 10 min.
Cooking time: 35 min.

½ lb. ground beef
1 large onion chopped (1 c.)
¼ c. pure vegetable oil
1 can (1 lb. 4 oz.) tomato purée
1½ c. water 1 tbs. salt
½ tsp. garlic powder
½ tsp. sugar
1 tbs. oregano, crushed
½ tsp. seasoned pepper
¼ c. grated Parmesan cheese

• Brown beef and onion in hot oil in large skillet. Add tomato purée, water, salt, garlic powder, sugar, oregano, and pepper. Simmer, uncovered, 30 minutes; stir occasionally. Add cheese; cook 5 minutes. Enough for 1 pound cooked spaghetti or preferred pasta.

Makes 4 servings *324 cal. per serving* *Source of Vitamins A, B, C*

• SALSA NAPOLI OR SALSA VERDE

SALSA VERDE (another spaghetti sauce) *Preparation time: 10 min.*

• Mash 2 pkg. (3 oz. each) cream cheese with fork; stir until smooth. Blend in 1 clove of garlic, minced; ¼ c. grated Parmesan cheese; ½ tsp. salt; and ¼ c. olive oil. Add ¼ c. hot water; beat until smooth; stir in ¼ c. finely chopped parsley. Add to 1 lb. hot, drained spaghetti; toss gently until well coated. Serve at once.

Makes 4 servings *310 cal. per serving* *Source of Vitamins A, B, C*

***Tested in* THE AMERICAN HOME KITCHENS**

• SALAD DRESSING

Preparation time: 5 min.

½ tsp. dry mustard
½ tsp. sugar
½ tsp. salt
½ tsp. onion salt
¼ tsp. garlic powder
2 dashes bottled hot pepper sauce
½ c. wine vinegar
⅔ c. pure vegetable oil

• Combine all ingredients in screw top jar; shake until well blended. Refrigerate until serving time. Shake again before pouring over salad.

Makes 1 cup *1306 cal. (70 per tb.)*

***Tested in* THE AMERICAN HOME KITCHENS**

• TIME SCHEDULE

This is your working time schedule for the preparation of the menu on reverse side for Salsa Napoli, Salsa Verde, Continental Salad Dressing, and Quick Cherry Tortoni.

Minutes

00 Put ice cream in bowl for Cherry Tortoni; let stand at room temperature.
02 Chop cherries.
06 Crush vanilla wafers.
10 Add cherries, crushed wafers, and almond extract to ice cream. Spoon into soufflé cups. Freeze until dessert course.

With Salsa Napoli

15 Chop onion. Brown meat and onion in skillet.
20 Add remaining ingredients (except cheese) to sauce. Simmer 30 minutes.
23 Wash greens; prepare salad; refrigerate.
30 Start coffee; heat bread; set table.
38 Put water on to boil for spaghetti.
40 Prepare salad dressing.
45 Add spaghetti to boiling water.
50 Add Parmesan cheese to sauce. Cook 5 minutes.
55 Drain spaghetti; spoon sauce over it. Add dressing to salad; toss.
60 Serve dinner.

With Salsa Verde

Omit first and second steps of Salsa Napoli. Prepare sauce while spaghetti cooks.

See other side of card for menu and shopping list.

General Electric…the washer that gets big 12-lb. loads truly clean…now 2 washers in 1



MODEL WA-1050W

1. It's a giant washer, gets every load—even 12 lbs.—truly clean

12 pounds of wash in one load—20% more than most washers now in use! You can save 1 out of every 5 loads.

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See the washer that's 2 washers in 1, now at your General Electric dealer. General Electric Co., Appliance Park, Louisville 1, Kentucky.

*General Electric trademark

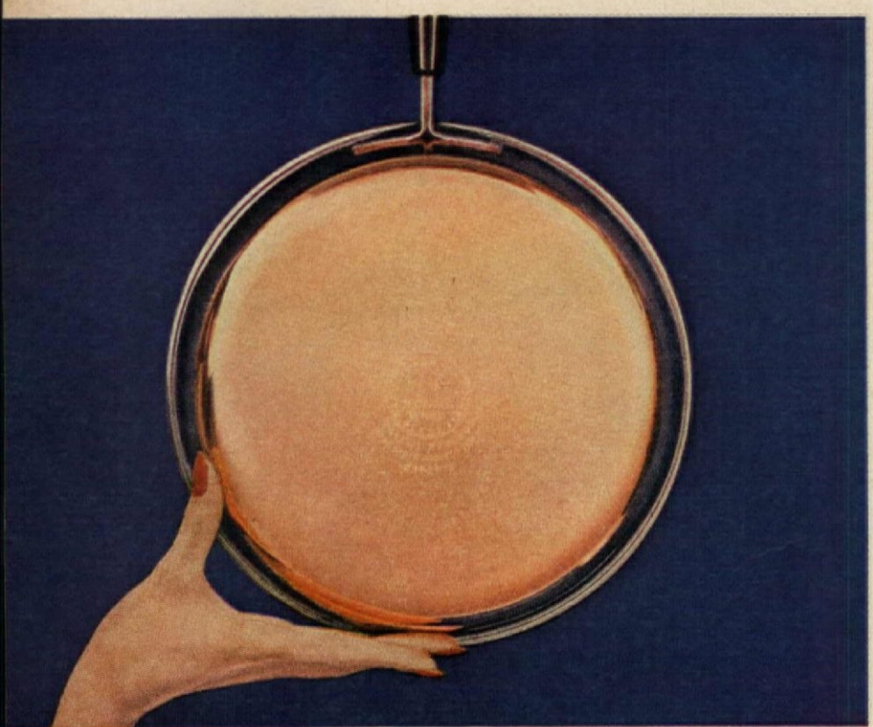


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Shields copper from tarnish. Now Twinkle leaves an invisible shield on copper, so you don't have to clean it as often between uses.

The Drackett Company, makers of Twinkle Cream for Silver. Available in Canada.

French Cooking

(continued from page 47)

idea of the skewer is to find the relative heat of the interior as opposed to the exterior. If you want it to work, you can't leave it in too long, or it will all have the same temperature.

"Now comes the important step: the French call it reposer la viande *or resting the meat. Put the roast in a warm place—forget about it for a half hour. While it reposes, the inside heats up and the outside gets cold. Then you put it back in a 500° oven for 20 minutes. With this method, you never get a few inches of burned outer layer with just a little pink jelly, almost cold, in the center. The meat is equal throughout."*



***10. "Remove lamb to platter,** strain hot gravy over it. Carefully wipe off the edges of the platter. Appearance is 50 per cent of the battle. Garnish with water cress or parsley to make it look attractive."*



***11. "To carve,** wrap a fresh linen napkin around the end bone and use it as a handle. First you cut off the three chops. Then turn the leg over, with rounded side up, and take out a diamond-shaped wedge near the end bone. Cut in against the bone and go all the way back. Then you can just make slices. When that's finished, turn the lamb over and slice at a very slight diagonal, almost parallel to the bone."*



***12. "Serve with pride.** There's go to be humor, feeling, fun, a little bit o emotion, and love for cooking. If ther is, it will certainly taste good!"*

***"Beef is roasted** the same way. Start with a hot oven, use a mirepoix and water, and repose the meat. But you want your beef pink, instead of medium rare like the lamb. So the skewer should be just barely warm in the center. Since a beef roast is usually larger in bulk than a leg of lamb, it should repose longer—about as long as it's been in the oven. In case you like beef or lamb well done, take it out of the oven when the skewer is almost as hot in the center as on either end.*

"Reposing is good for thick broiled steaks, too, especially if you like them a nice even pink throughout. Bro them rapidly, then let them repose al most as long as they've been under th flame. You can heat them up at th very last minute, if necessary.

***"Chicken has no fat** to keep juicy, so I roast it in a Dutch ove Put it, breast down, in about pound of butter or rendered chicke fat. Later you can add a mirepoi and a bit of water. The chicken done when you pick it up carefull just under the wing, with a fork, an the juice from the center runs cle instead of pink."*

NEXT MONTH

Your home may cut your tax bill

Why your family should have a dining room

What you should know about flooring

How to plant a pretty front yard

At home with Robert Stack



New! Pork Chops with Ocean Spray Cranberry Sauce!

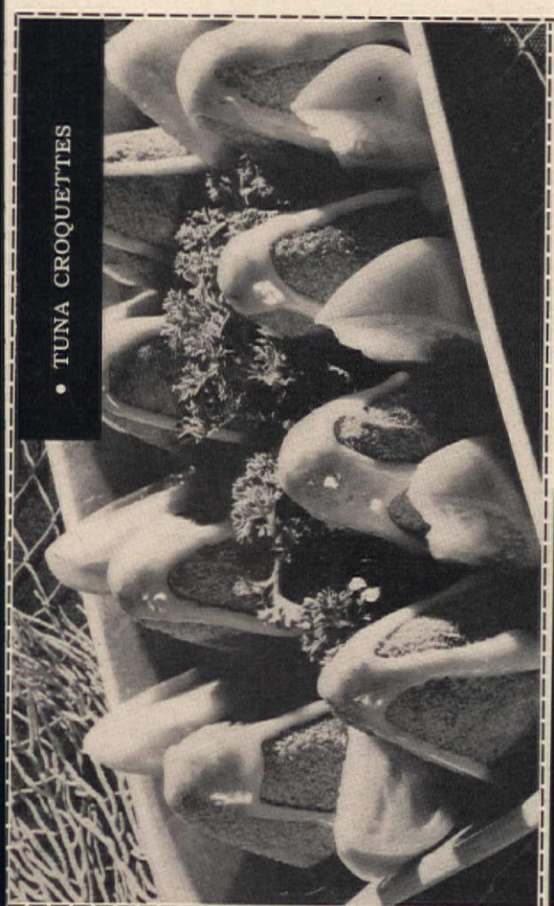
Frying Pork Chops Tonight? Serve them up with thick slices of Ocean Spray Cranberry Sauce! Only Ocean Spray can add the tart-sweet, fresh-fruit tang that cuts the richness of pork! No other sauce, no other condiment, no other flavoring, can come close to the natural taste and texture of wholesome cranberry sauce. And each juicy slice gives you 14 vitamins and minerals, too! That's why Ocean Spray is **the natural mate for every meat!**



Like "homemade"-style cranberry sauce? Try our new, improved Whole Berry Sauce . . . you pour it from the can!

AMERICAN HOME RECIPES

Take a Can of Tuna (also pictured on pages 54 and 55)



• TUNA CROQUETTES

• TUNA MOUSSE

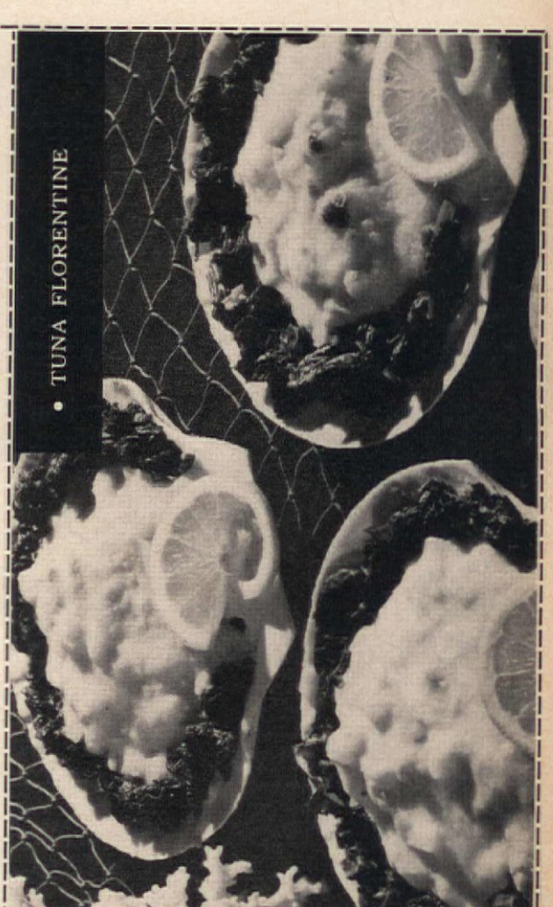
Preparation time: 30 min.
Chilling time: several hrs.

2 pkg. lemon-flavored gelatin
2 c. boiling tomato juice
½ c. cold tomato juice
½ c. vinegar
1 tsp. seasoned salt
½ tsp. onion powder or 2 tbs. minced onion
1 c. mayonnaise or salad dressing
1 can (9¼ oz.) tuna, drained and flaked
½ c. diced celery
¼ c. sliced stuffed olives.

● Dissolve lemon gelatin in boiling tomato juice. Stir in cold tomato juice, vinegar, salt, onion powder or onion, and mayonnaise or salad dressing; beat to blend. Pour into shallow pan or ice-cube tray; freeze 15 minutes, or until frozen about 1 inch around edges, but still soft in center. Turn into large bowl; beat with rotary beater until fluffy and light. Fold in tuna, celery, and olives; turn into 1½-quart mold. Chill several hours, or until firm. Unmold onto serving plate; garnish with greens and cucumber slices, if desired.

Makes 8 servings *281 cal. per serving* *Source of Vitamins A,B,C*

***Tested in* THE AMERICAN HOME KITCHENS**



• TUNA FLORENTINE

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by Economics Laboratory to assure spotless results from any dishwasher

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AMERICAN HOME RECIPES

Take a Can of Tuna (also pictured on pages 54 and 55)

• TUNA FLORENTINE

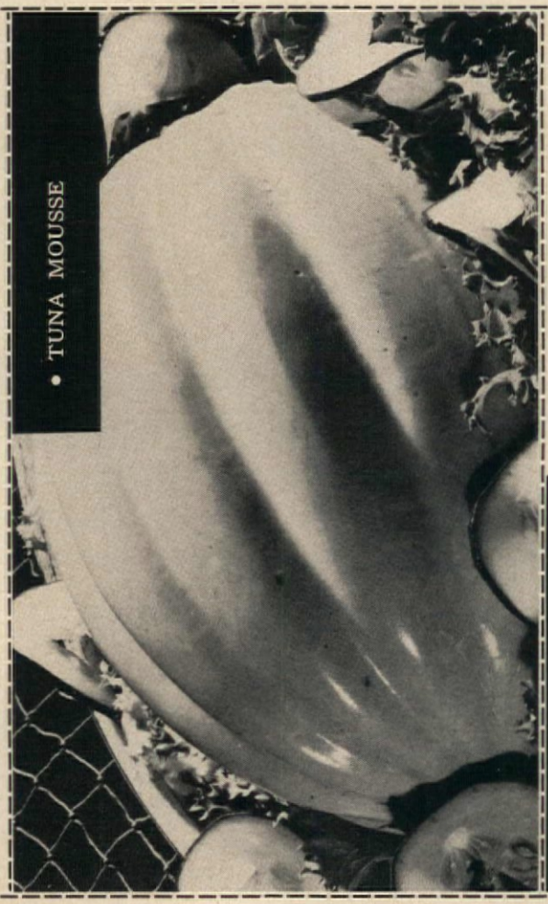
Preparation time: 15 min.
Broiling time: 5 min.

1 pkg. (10 oz.) fresh, washed spinach or 2 pkg. (10 oz. each) frozen spinach
1 can (10 oz.) frozen cream of potato soup
¾ c. milk
4 tbs. grated Parmesan cheese
1 can (6½-7 oz.) tuna, drained and flaked
2 tbs. melted butter or margarine

• Cook spinach; drain well. Combine soup and milk in top of double boiler; heat over simmering water until blended and heated through. Add cheese; stir until cheese melts. Divide spinach among 4 individual ramekins or baking dishes; top with flaked tuna. Pour sauce over tuna; drizzle with melted butter or margarine. Broil about 5 minutes, or until sauce bubbles. Garnish with lemon slices, if desired.

Makes 4 servings *262 cal. per serving* *Source of Vitamins A,B,C*

***Tested in* THE AMERICAN HOME KITCHENS**



• TUNA MOUSSE

Preparation time: 20 min.
Chilling time: several hrs.
Cooking time: 10 min.

2 tsp. Worcestershire sauce
1 egg, separated
1½ c. soft bread crumbs
½ c. packaged dry bread crumbs
1 tbs. water
Pure vegetable oil
1 jar (8 oz.) process cheese spread

• Drain tuna; reserve oil; chop tuna fine. Melt butter or margarine in saucepan; blend in flour, salt, and oil; add onion. Add milk gradually; cook over medium heat, stirring constantly, until sauce thickens and comes to a boil; add lemon juice and Worcestershire. Stir a small amount into slightly beaten egg yolk; return to mixture in saucepan; add tuna and soft bread crumbs; blend well. Chill several hours. Shape into croquettes or patties; dust lightly with dry bread crumbs. Combine slightly beaten egg white and water in shallow dish. Dip croquettes in mixture; roll in dry bread crumbs. Let dry a few minutes. Pour oil 1 to 1½ inches deep into skillet; heat to 375° F. Fry croquettes until brown; drain on paper towels. Arrange on platter; garnish; serve with heated cheese spread.

Makes 4 servings *700 cal. per serving* *Source of Vitamins A,B,C*

***Tested in* THE AMERICAN HOME KITCHENS**

• TUNA CROQUETTES

1 can (9¼ oz.) tuna
2 tbs. butter or margarine
3 tbs. flour
½ tsp. salt
1 tsp. instant minced onion
1 c. milk
1 tbs. lemon juice

Accessories

(continued from page 35)

Think in terms of groupings, rather than isolated, insignificant objects. Collections of small objects, such as ivories or figurines, are best grouped, too—whether in a cabinet or in a glass-topped table. Keep table-top accessories in proportion to the size of the table—generous-sized ash trays, bowls, and books for the coffee table, small objects for a slim end table.

Give lots of thought to your living-room lamps. With the great variety of modern and traditional lamps available, you can create stunning decorating effects with the shape and color of your lamps. Generally speaking, the tops of all the lamps should be about the same height from the floor. Also, it will look better if all the lamp shades in the same room are similar in shape and color.

For the dining room, a decorative chandelier is a major accessory. There are those of shimmering crystal and shining brass for the formal room, designs in wrought iron, pewter, tole, and copper for a casual provincial dining room. Make the most of cabinets, buffet tops, and shelves to display favored possessions. Use a handsome picture or a decorative standing screen—or perhaps a mirror to enlarge the room. Show off your collection of trays or teapots, fairy lamps or figurines. Remember that your tableware, linens, chair pads, flower arrangements are important touches in your dining room. Here, as in every room in your house (including kitchen and bathroom), there's nothing like something fresh and growing to lift a room's decorating spirits. Tiny house plants, great potted plants, urns of greens, bowls of fresh flowers, even dried or artificial arrangements—these are accessories that no wise decorator ever ignores.

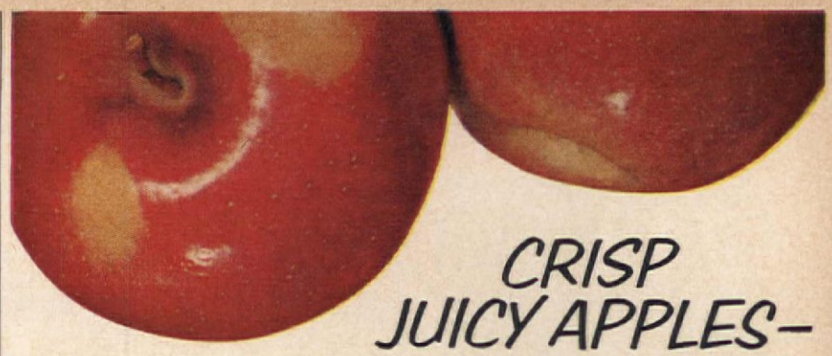
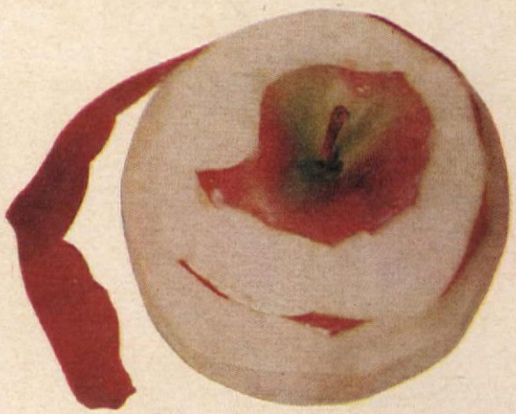
The bedroom is a naturally intimate room, with your perfume bottles, framed photos, little boxes, and books creating an instantly personal image. But you can enhance the mood with additional accessories. How about a colorful wicker, reed, or bent-wood chair to soften your contemporary bedroom? Would an extra area rug in an interesting color, shape, or texture add a warming touch? Use pillows and more pillows, coordinated linens and blankets in fresh new patterns, perhaps a bright afghan or Mexican serape tossed over the bed or a chair. Want a big decorating effect for very little effort—change the color of your telephone!

Color-matched kitchen accessories are a good idea. You can spray-paint ordinary canisters to blend with your decorating scheme, or paint baskets for fruit and vegetable arrangements. Why not hang a basket of ferns by your window, or a French lettuce-washer filled with shiny yellow and dark red onions? A shelf for cookbooks is practical and pretty—so are molds of all sorts, over-scaled pepper mills, gay linen towels, or travel posters. Cabinet hardware is easily changed—why not switch to antique wrought-iron drawer and cabinet pulls, or decorated porcelain knobs?

Hardware for the bathroom has never been more decorative—even the plainest-Jane cubicle can be transformed with goldtoned faucets, towel racks, toothbrush holders, soap holders. Accordion peg racks are interesting for the family's towels. Look for pretty apothecary jars, unusual mirrors, a frivolous painted chair or boudoir bench. Feature color-coordinated bath towels, rugs, and shower curtain. Take advantage of brightly painted rods and rings to dress up your bathroom window, and there's many a sweet ready-made café curtain available that will help dress up the room.

Today the trend in accessories is toward exaggeration—over-scaled lamps and ornaments, bold and brilliantly rich colors, profusions of pictures and pillows. It's a dramatic way of decorating, and a good way to put personality into your home. Use the same good taste and good sense that govern your choice of clothing accessories. Many times you'll find that one very handsome accessory will be the key in color and style to a complete decorating plan. Think about the effect you want to create—of dignity or gaiety, drama or repose. Choose each accessory both for itself and its relationship to your entire décor. THE END

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"WHERE'D I GET MY APPLE CHEEKS?"
From White House Apple Sauce (in cans *and* jars), Apple Juice, and other fine White House products. Try them all!




BUYERS' GUIDE FOR WATER HEATERS

If you have to make sure the dishwasher isn't still running before you start the automatic washer, or if your hot shower suddenly goes cold, or if you just seem to be forever out of hot water, you're suffering from a common household ailment: *an inadequate water heater.*

And, adequate or not, if your present one is more than 10 years old, it could be running on borrowed time. So don't take the chance of having to settle for second best in an emergency! Now is the time to think about choosing the right water heater to keep your family in hot water.

WHAT KIND?

Of the many ways to heat water, two of the most common are the *indirect system* and the *automatic storage water heater.*

If you have hot water or steam heat, you may prefer an indirect system consisting of an internal or external tankless heater which uses heat from the boiler. In warm weather the boiler operates only as needed to heat water—not the house. The advantage of this type is that, if it is properly sized, you'll always have hot water on tap, you won't need to worry about a storage tank wearing out, and operating cost is minimal.

For most homes, however, the answer is an automatic storage water heater—the familiar square or cylinder-shaped appliance that heats water to selected temperature, stores it in an insulated tank until you need it, and then automatically heats more to replace what you've used. These water heaters operate on electricity, gas, or oil.

Although indirect water heating is economical, its dependence on steam or hot water heating naturally limits its use to a minority of homes. If it is installed as part of the original boiler, initial cost of an indirect system may be as little as $50. Automatic storage water heaters, though more expensive to buy, can be used in any home. And, over several years of use, the two systems will differ little in total cost.

Because the automatic storage water heater is more often purchased separately, the following information will deal primarily with this type.

HOW MUCH HOT WATER?

Don't make the mistake of buying a water heater too small! Use the chart below to figure approximately how many gallons of hot (140°–160° F.) water you will require during a busy two hours:

Dishwashing	
Sink (manual washing)	6
Automatic dishwasher	9
Laundry	
Tub	24
Wringer washer	32
Automatic washer (3 cycles)	57
Hand laundry	8
Miscellaneous cleaning	2
Each additional bathroom over 1½	8
Family of 4 or under	8
Each additional member	2
For each pre-school child in the family (diapers, etc.)	2

Total your figures, then add at least 10 gallons as a comfortable margin.

WHAT SIZE HEATER?

Performance, or total output, depends on tank size and recovery rate. Put in more practical terms, this means:

Tank size. The amount of hot water you have on hand at one time.

Recovery rate. The time it takes to provide more hot water after you've exhausted the supply in the tank. It depends mainly on the amount of heat produced by the burner or elements, in comparison with the size of the tank. A tank with rapid recovery requires only about one hour to heat a tankful from 40° F. to 140° F.

Your dealer can help you work out your over-all requirements and the best combination of capacity and recovery to provide (1) all the hot water you might need at any one time, and (2) the total amount you need throughout the day.

If your house is large with widely separated kitchen-laundry and bedroom-bath areas, check into the possible advantage of two smaller water heaters.

ELECTRIC, GAS, OR OIL?

Cost of operation and availability of fuel will be the deciding factors.

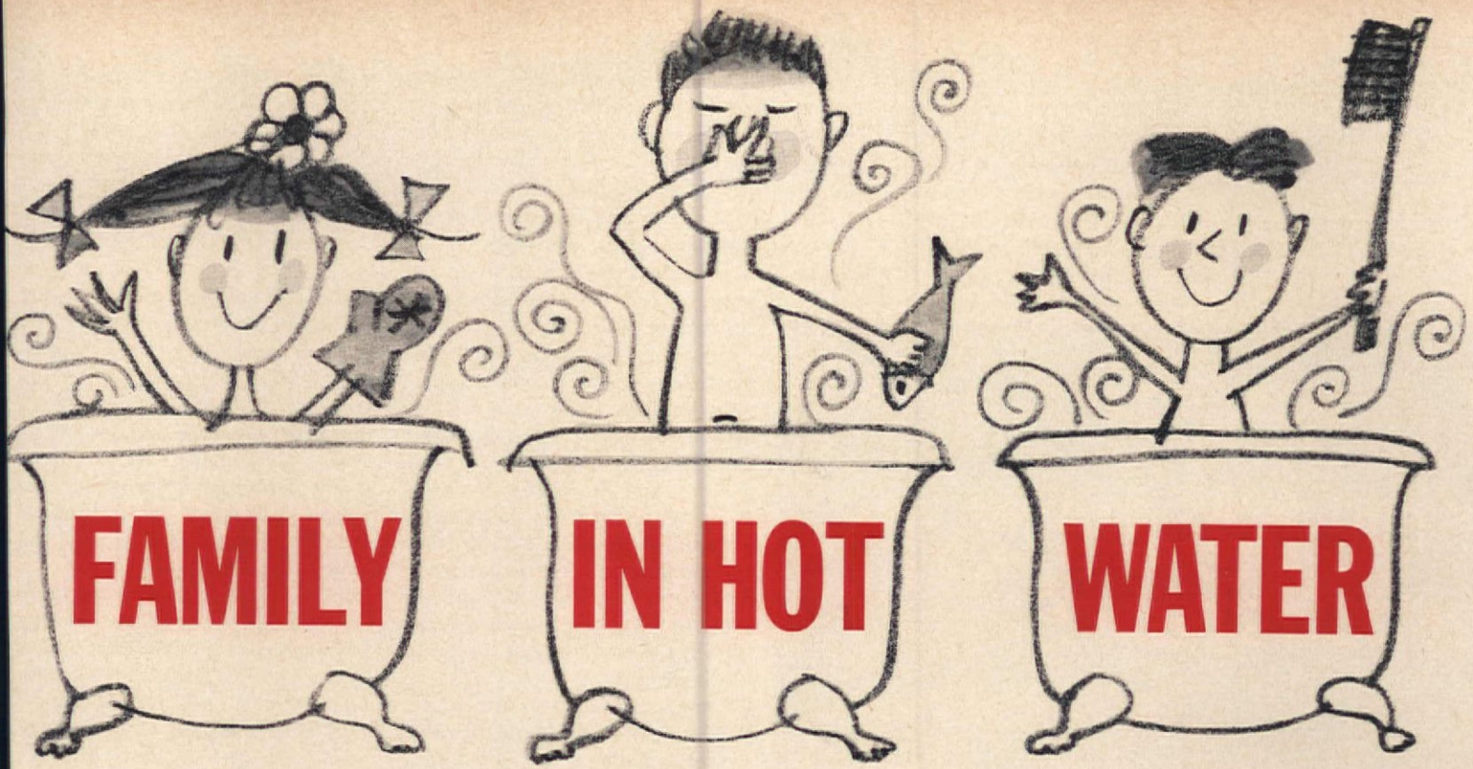
Consider electric if you already have adequate 240-volt wiring and:

if you have an electric range or clothes dryer and adding a water heater will entitle you to lower rates; or

if your local utility company will install a separate, lower-rate meter for the water heater; or

if you can get reduced rates during off-peak hours. In this case, you'll need a large water heater (possibly 120 gallons) and an automatic clock control to limit heating hours.

You can install an electric water



FRED WITZIG

heater practically anywhere, even in a closet, without venting. The water is heated by high-wattage elements, either inside the tank or encircling it. Rapid recovery models have two elements and two thermostats. The upper element heats water in the top of the tank to selected temperature, then the lower one heats the rest. Hot water is drawn from the top. Cold enters at the bottom.

Consider gas if rates are more economical, or if you don't have 240-volt wiring. Most models can be used with any piped gas and may be adjusted or specially ordered for LP gas at no extra charge.

With the advantage of fast recovery, a gas water heater can deliver more hot water from a smaller tank. Some can reheat nearly twice their tank capacity within an hour. Since fuel cost is constant, water can be heated as needed.

Recovery rate depends primarily on the amount of heat the burner produces. This is always stated as "B.T.U. input" on the water heater nameplate. A flue is needed, simply to carry off gases from the burner without wasting heat. It may pass through the center of the tank, around the sides, or both.

You will need a vent connection for the flue—either to your chimney or to an outside wall opening, so plan on locating a gas water heater accordingly.

Consider oil if you heat your home with oil. Operation and installation requirements are similar to a gas heater.

BUYING CHECKPOINTS

Styling. This depends on where you will install the heater. Close to kitchen and/or laundry is best to avoid long, heat-wasting pipe runs. Both gas and electric heaters come in 36″ high table-top models, tall round, and short round models that fit underneath a counter.

Controls. Thermostat controls, available on gas or electric heaters, provide hotter water when you need it—up to 180° F. on some models. Adjustable capacity control (gas only) increases recovery rate rather than temperature, so as to provide extra hot water when needed. You can also get a gas water heater that delivers water at different temperatures—say 160° F. for kitchen and laundry, 125° F. for bathroom taps. Or your plumber can install a mixing valve to accomplish this.

Tank. Choose tank made of materials which will best suit your water type. Consider tank gauge and construction, too. Three most popular materials for automatic storage water heaters are:

Glass-lined. Medium priced, popular, resists rust and corrosion. 30-gallon size costs from about $90 to $130 or more.

Galvanized steel. Economical, satisfactory if water isn't highly corrosive. 30-gallon size, well under $100.

Copper. Durable, expensive (perhaps $180 for 30-gallon size), resists rust and corrosion at high temperatures.

Other types. Tin-lined copper, stone-lined steel, various alloyed metals.

Anti-corrosion protection to combat water elements that shorten tank life. A magnesium rod attracts these elements, like a magnet. Advisable for any water heater, essential in galvanized tanks or electric models with immersion heating elements. May need replacement occasionally, especially with soft water.

Safety factors. Pressure and temperature relief valves prevent damage from sudden changes in waterline pressure or excessive heat buildup. Both may be added at time of installation. If not, warranty may become invalid. In a gas model a safety shutoff valve stops gas flow completely, if the pilot goes out.

Warranty. Length and type of warranty vary with price, depend mainly on tank. Unconditional means full protection against tank failure. Mileage type means complete coverage for a stated period, less for each ensuing year.

Maintenance. Look for a clean-out tap at bottom of tank for flushing out sediment regularly. Some also have larger clean-out valves for heavy deposits.

Installation. Cost depends on size, what new connections or changes are necessary, whether it's a first or replacement unit. In getting an estimate, ask your dealer what local codes require in venting, relief valves, plumbing permits, etc. Be sure installation meets requirements of manufacturer's warranty.

Price. Water heaters range from under $100 to over $400. It depends mainly on size and material of tank, secondly on recovery rate and over-all efficiency. Other factors that make a difference are: (1) over-all quality, (2) warranty, length and type, (3) extra features, such as adjustable temperature control, adjustable capacity, clean-out valve, dual-temperature delivery, anti-corrosion devices, (4) styling and exterior finish.

BE SURE TO:

1. Have plumbing checked—a dripping faucet can waste 300 gallons a month!
2. Insulate pipes, especially long runs.
3. Set thermostat no higher than necessary—140°–160° F. is adequate, safe.
4. Follow instructions for flushing out, cleaning burner, professional check-ups.

The Home Equipment Staff

Chart Courtesy of American-Standard

Price Differences in Housing

(continued from page 28)

and driver for one day. It then costs a fixed price per cubic yard of dirt moved. A custom builder will have to pay the per diem price, plus the cost of excavating for the foundation of the one house he is building. In contrast, the development builder has the bulldozer dig three, or four, foundations in one day. His per diem cost is now spread over three or four houses, and the excavating costs per house will be less than the custom builder paid, since he gives the contractor more business.

The same kind of break will come to development builders from all sub-contractors. The rule is universal: give a man more volume in business and his price almost always comes down.

There is also a saving for the development builder in construction. Suppose he's going to build 100 houses this year using five basic model homes. One model is more popular, and he winds up building 30 in the project. By the time his crews finish the second home, they are familiar with its particular construction problems, and the work moves faster. Since the builder pays by the hour, faster work means less labor costs.

Then, too, many big project builders (particularly the men who are responsible for our six winning homes) have sharpened their *method* of building. Nearly all of them use power tools to save time—and often make the job better. For instance, a carpenter is less likely to make a mistake with a power saw, than with a hand saw.

Project builders cut down costs by honing their scheduling to almost split-second precision. Some find that pre-cutting saves time, and others use pre-built or site-built components. More are finding savings in total prefabrication.

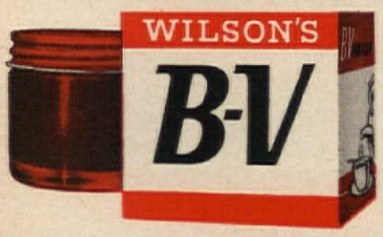
Even in handling materials project builders save money. For example, they may use a small bulldozer to lift enough shingles for the entire roof—in one load.

These savings—throughout the house—*are* passed on to you. If they weren't, you would never be able to buy at such low prices.

If all this is true, why are there still five custom builders for every development builder? What makes us plunk down thousands of extra dollars for a custom-built home? Maybe the simplest way to answer would be to go back to the example of the $20,000 handmade car. Would anyone pay it? They would, or Rolls-Royce would have been out of business long ago. THE END

Makes rich roasting-pan gravy *without a roast!*





The natural beef concentrate

You don't need pan drippings to make homemade beef gravy – with Wilson's B-V, you can serve it any time. B-V, the natural beef concentrate, is so loaded with real meat flavor it makes gravy like a Sunday roast. Honest gravy... with that fresh-from-the-roasting-pan taste no canned gravy or artificial flavoring can match. Ask the best cooks you know—see how many use B-V as a gravy base... and as a bouillon and soup stock, basting sauce, flavor base for stew and meat loaf. Wherever you want real beef flavor, use B-V... the natural beef concentrate.

YOUR OWN BEEF GRAVY

Blend 2 tablespoons flour into 2 tablespoons melted shortening. Gradually add 1 cup water, stirring constantly. Add 1 teaspoon B-V; blend well. Cook about 10 minutes. 3 to 4 servings.

by WILSON & CO.
where good beef comes from

How to Shop for Appliances

(continued from page 52)

The first thing you probably want to know when you go out shopping for kitchen appliances and cabinets is some idea of their cost. Unfortunately, we cannot quote prices of the three kitchens we show because of the merchandising situation which prevails today with all appliance manufacturers.

Not only do prices vary in different parts of the country, they are likely to vary within your own community. We checked within a 100-mile radius of the New York area and found differences of more than $200 in the price of one appliance. The situation has become such that even manufacturers and distributors of kitchen appliances are unable to quote prices. All this adds up to one thing: buying appliances today may mean shopping around.

If it's a big discount house, you must remember that discount houses save by buying in huge quantities. They sell at low prices to compete with similar dealers nearby and depend on volume to make a profit.

An independent dealer may charge more, building his reputation on the service and personal interest many people value above price. Not that discount houses don't offer service—many do. But the small dealer is better able to help you plan the kitchen within your budget, give you a free home demonstration, and check with you later to be sure all is in order. In either case, last year's models may be available at reduced prices.

Whether it's extra savings or extra service you're after, consider these points in relation to price as you shop:

Installation: Will it cost extra? Will you need new plumbing, wiring or venting? Who handles installation? Installation may increase the initial cost of one appliance considerably.

Maintenance Service: Whom do you call for repairs? Will they be prompt? How much will it cost?

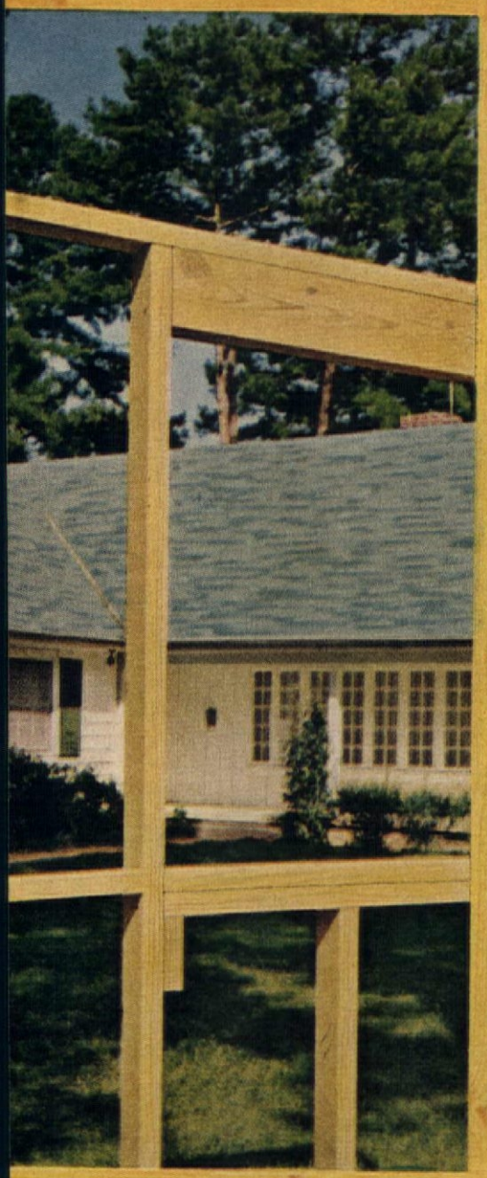
Warranty: Does it include cost of parts and labor? For how long? Is the dealer authorized by the manufacturer? If not, the warranty may not be valid.

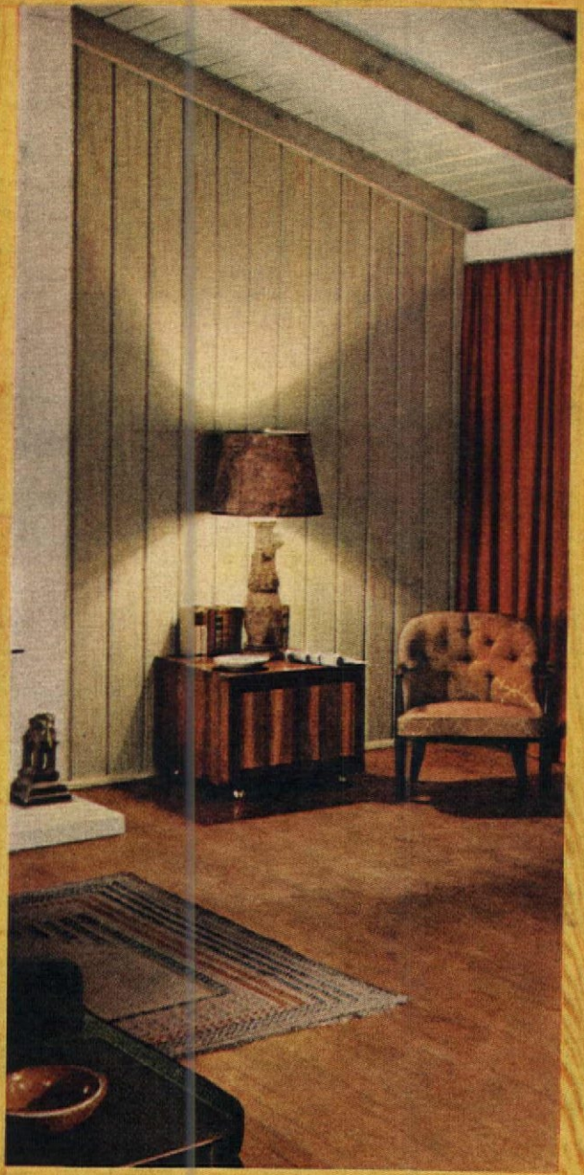
Features and Finishes: Evaluate all those top-of-the-line extras and compare similar less expensive models before you decide. Ask whether color costs extra.

Demonstration: If the dealer is not equipped to show you an appliance in actual use, ask when you may see one operating.

In making your final decision a good rule of thumb—*buy from the dealer who will guarantee good service if needed.*

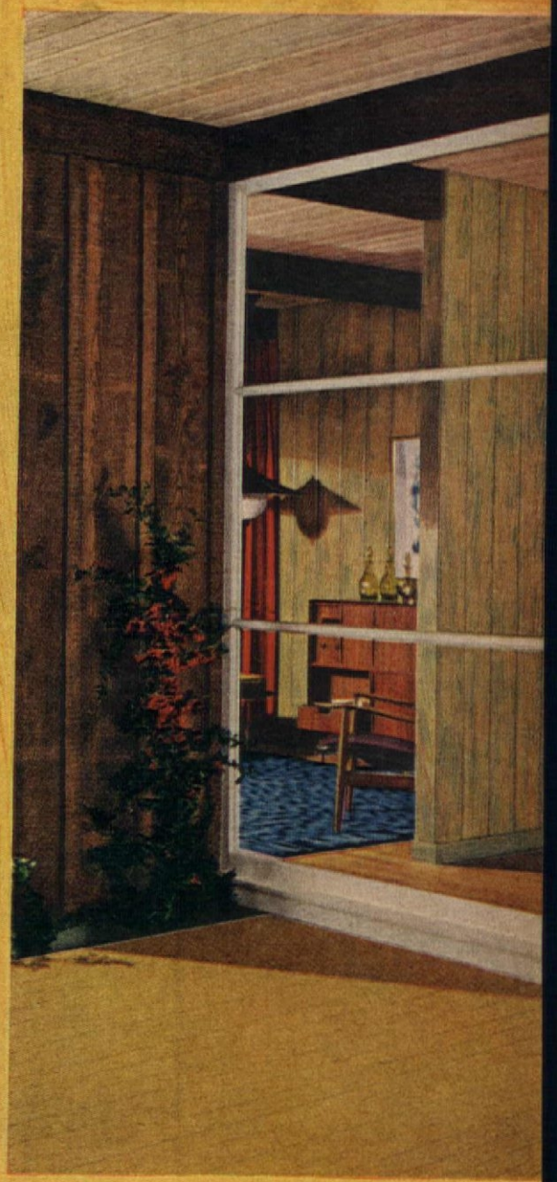
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Let's Do Away With CRASH! SLAM! BANG!

JUNE R. VOLLMAN

"If you slam that door once more, you'll spend the rest of the day in your room!" Have you ever said that to your children?

Do dripping faucets drive you wild? Do you ever have the urge to throw something at the announcer of your favorite TV show? If you've answered yes to any of these questions, you'll be happy to know you're in the company of millions of noise haters. Just about everyone has complained that noise is getting noisier. And they're right. More automobile and airplane traffic, the growing number of appliances in our homes, and even the "open" style of many new homes—all are contributing to a noisier life. But you don't have to be resigned to noise. Here are some tips to help you solve sound problems and soothe your nerves.

Slamming doors are a major problem where there are young children running in and out of the house all day. This is particularly true with spring-held screen doors. The easiest solution is to install mechanical door closers. Don't settle for the door-banger type which is inexpensive, but will not cut down noise. Buy the type that operates (and looks something like) a bicycle pump. Most cost in the neighborhood of $3, and their delaying action allows doors to close slowly and silently.

Outdoor noise can be muffled by heavy planting around the home plus double glazing and a first-class job of weather stripping. Some sort of baffle, such as a solid fence, will also help, and it could double as an enclosure for a terrace or patio. Installation of air conditioning will allow you to keep your windows closed during summer months.

Many outdoor noises come from loose shutters or drainpipes that rattle in the wind. Take a tour around your house and check these items. A screwdriver is all you need to tighten down shutter hinge mountings and downspout hangers.

A banging window can be stopped by closing the lock, or by weather-stripping the window. Loose panes should be re-puttied.

Indoor noise from radios, television, loud voices, and footsteps can be reduced by the installation of acoustical material on ceilings. This material is easy to apply, light in weight, and does not need structural reinforcement. It is also less costly than you probably think. This is particularly true if you do the job yourself—and you can. All the major manufacturers of acoustical ceiling material (usually tile, but it can be in the form of planks) give step-by-step instructions for installation. Although acoustical material is generally attractive by itself, most of it can be painted without much loss of its sound-deadening quality. Acoustical materials will also keep halls from becoming "echo chambers."

There are four basic materials used in acoustical tiles. The most widely used residential type is of cellulose fiber. It is sometimes called insulation board acoustical tile. Others are made of mineral,



glass, and asbestos fibers. All are equally good as sound deadeners, since the actual differences (measured in decibels) are not discernible by the human ear. So, choose them on the basis of style, color, fire and moisture resistance.

A word of caution here. Don't expect acoustical materials to prevent sound from traveling from one room to another. They were not designed to do this. Their function is to deaden sound in the room in which they are installed. However, there is a method for muffling sound from the next room or the room overhead which we shall describe later on.

Other good sound deadeners are thick carpets, heavy or lined curtains and draperies, and overstuffed furniture. Rubber pads and casters under movable furniture will eliminate scraping noise.

If you have one room where noise is particularly bad (such as a family room or recreation room), you can insulate it from the rest of the house with two sets of doors. Or, you can cover one side of a thin door with a sheet of insulating board which should then be covered with plywood or hardboard as a wearing surface.

Another way to cut down sound transmission through interior doors is by weather-stripping the edges. According to building experts, most of the sound travels through the cracks between door and casing, and door and floor.

Fireplace noises, not from the fire, but from outside sounds whistling in the chimney can be maddening. Airplanes, for example, seem to fly stereophonically through your room. The solution is simple. Close the damper when the fireplace is not in use.

Kitchen appliances often contribute a great deal to the home noise problem. When they're new, appliances generally are pretty quiet. But, if they're not taken care of properly, they get noisy. So keep them oiled, and check the manufacturer's manual. It should tell you how to keep them in top running order. To reduce vibration from appliances such as refrigerators, washing machines, or dishwashers, mount them on pieces of rubber, cork, or similar material, or place linoleum on a plywood panel as a base. Acoustical materials on ceilings, coupled with resilient flooring, will do wonders in cutting noise. Rubber or plastic mats under drain racks and used as drawer liners will also help. So will plastic garbage pails.

Workshop noises from permanently attached power tools can be reduced by mounting the equipment on a cork or rubber base.

Bathroom noises can be embarrassing as well as annoying. Make sure your doors fit snugly; when possible, wrap exposed drain pipes with some kind of sound-deadening material. Replace worn washers and repair leaking flush tanks, since the sound of dripping water is one of the most bothersome. Here, as in other rooms, acoustical materials (glass or asbestos fiber) on ceilings and resilent flooring will prove beneficial.

BUILDING AND REMODELING

If you are building a new house or remodeling, you can plan for built-in quiet. Bedrooms should be buffered from living and work areas of the house; family room and living room should be far enough away from each other so that entertaining by children and adults will not conflict. If possible bedrooms should be separated by closets. Fireplaces and interior masonry walls also act as sound barriers. In a basementless house, the utility room should be away from the quiet area. A separate dining room provides a quieter setting for meals than the family room or kitchen.

Certain construction techniques will also insure soundproofing between rooms.

- Build inside walls one inch thicker than the standard four inches.
- Install double walls between adjacent quiet and noisy areas.
- Stagger framing studs so that every other one is nailed to the same surface (i.e., the first stud to the right wall, the second stud to the left wall, the third stud to the right wall, etc.).
- A method has been developed to use with standard stud-wall construction. A new type of insulation is stapled to the top and bottom plates and hangs limp within the stud cavities.

With this system, a vertical saw cut must be made on the two exposed sides of each stud. It should be about ½″ deep, and run to within 6″ of top and bottom. These slits help reduce noise transmission and work in conjunction with the insulation strips.

- The same results can be obtained in older homes by nailing 2x2″ wood strips along a wall, and applying a new wall surface.
- Stagger the joists. This is done by using standard 2x8s as joints for the floor above. These are alternated with a second set of joists, notched at each end to drop an inch below the first set. The ceiling is hung from the second set. Since there is much less stress, the second set could probably be 2x6s, but it depends on the span. Noise travels through the contact points between floor, joist, and ceiling, so this staggered system works by breaking that contact.
- You can also reduce the noise that escapes through floors and ceilings by laying strips between the finished floor and sub-floor, first placing insulation over the entire sub-floor. If you are remodeling, and your home has fine wood floors, apply the same process to the ceiling below by nailing the strips in place, then installing acoustical tile, plaster, or wallboard.

Thus, whether you want quiet in a particular room, or you need to keep kitchen noises from disturbing baby in the bedroom, there's a way to do it.

Information: William J. Hennessey and Jackson Hand

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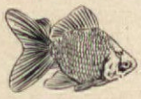
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LAWNS & GARDENS

PLANTS

(continued from page 41)

and may do worse, than buying from an unknown salesman.

"Not one of those boys in ten knows how to ball a plant," according to a horticulturist in North Carolina.

He also indicated that gardeners in North Carolina are as likely to be sold non-hardy stock by truck vendors as gardeners in Colorado and Minnesota are by door-to-door salesmen. Peddlers from farther south regularly unload subtropical plants on unsuspecting home owners who can't possibly keep them through the winter.

"BARGAINS" IN PRINT

Newspaper ads that most often lead to disappointment are the flamboyant, hard-sell type that emphasize price more than anything else. They're illustrated with bold photographs or drawings and the copy is loaded with superlatives. Newcomers to gardening get the impression that the plants offered are suitable for immediate use in foundation plantings.

Complaints are almost always about the size of the plants received. Even if lengths or heights are mentioned in the copy, the purchaser seems to get a totally erroneous idea about sizes.

Fifty privet plants, 1-2′ tall, may sound like a sizable batch of hedge plants. But it's likely to be much smaller than your idea of *one* plant! We've seen such privets—rooted cuttings, 12-18″ long, ⅛-3/16″ thick, unbranched, leafless. The purchaser called them "a bunch of matchsticks."

Such trees as birch, Lombardy poplars, maples, dogwoods are also likely to prove miserably disappointing when ordered from bargain ads. So are flowering and evergreen shrubs. The length of the roots is evidently included in the measurement of some trees and shrubs, and the thickness of the stem and the amount of branching are almost always much less than the purchaser anticipates.

Herbaceous perennials and groundcover plants are likely to be so small you'll wonder if they're worth planting. In fact, we know of people who have ordered various items from bargain ads and have discarded bulbs, perennials, and shrubs and planted only the trees!

Bulb sizes, incidentally, are often given in circumference, which many people confuse with diameter. (Remember: a bulb that's 3″ in circumference is less than 1″ in diameter!) And not all "blooming size" bulbs actually bloom. In numerous tests on record, out of 100 such bulbs planted less than 25 flowered.

Although herbaceous perennials sometimes arrive in a "mushy" condition, the woody plants (trees and shrubs) usually are received in satisfactory physical condition.

AT RETAIL OUTLETS

A "bargain" at a local retail outlet may turn out to represent a substantial saving, a so-so buy, or a total waste of money. It'll depend on how much you know about plants or on how lucky you are!

Or it may depend on blind

SHOPPING INFORMATION

MUSEUM SAMPLER KIT

Page 15: Dough box, books—Herbert Lanning Antiques. Lamp—Sylvia Tearston. Ring, knob—Paul Associates.

ACCESSORIES: THE SPICE OF EVERY ROOM

Pages 32, 33: Upholstered furniture—Globe. "Martini" rug—Mohawk. Brass coffee table—B. Altman. Pictures—Roda Sande. Pillows—Nettle Creek. **Pages 34, 35:** Furniture—Drexel. Fabric—Charles Bloom. Mantel—Don Ruseau. Rug—Products of Asia. Table lamp—Chodoff. Wall accessories—Karl Mann. Firescreen, firetools—Jackson. **Page 36:** Teak floor, figure of woman's head—Albert's. Wallpaper—Brunschwig & Fils. Plates—Walter H. Wilson. Antique bench and desk not available. **Page 37:** Two sofas—S.J. Campbell Co. Captain's chairs—Rway Furniture Co., Inc. Moroccan rug—Marshall Field & Co. Metal sculptures: (right)—Abbott Pattison, (left)—Richard Hunt. **Page 38:** Spanish antique furniture. Terra cotta flagstone floor—Amtico. "Country Prints" wallcovering and matching draperies—Waverly. **Page 39:** Tile—Amtico. Furniture—Grand Rapids Chair Co. "Windswept" rug—The Boss Co. Wallpaper—Gene McDonald, Inc.

PLANT FLOWERS TO BLEND WITH YOUR DECORATING

Pages 42, 43: All furnishings—Macy's, Herald Square, N.Y. Flowers courtesy of W. Atlee Burpee Co. and Northrup, King & Co.

YOU CAN HAVE A BEAUTIFUL KITCHEN

Pages 48, 49: Refrigerator, wall oven, cook top, dishwasher—Frigidaire. Cabinets—Whitehall. Sink—Elkay. Laminated plastic counter top—Formica. Flooring—Armstrong. Lighting fixture—Emerson Imperial. Wallpaper—Woodson. Porcelain on cast-iron cookware—Prizer-Ware. Cooking tool set—Ekco. Curtain and shade fabric—Avondale. Striped fruit bowl—IDG, Inc. Dish towel—Hathore House. Canisters, mortar and pestle, teakettle—Bloomingdale's. Coffee mill—S.P. Skinner. Eagle—Arthur Kaye. Brass hooks—Paul Associates. Table, chairs—Link-Taylor. "Tranquebar" dinnerware—Frederik Lunning. "Colonial Tipt" stainless steel flatware—Gorham. Curio cabinet—Brandt. Red felt lining—Continental. Fruit prints—Old Print Center of Phyllis Lucas. White spice jars—Richard Camp. Ironstone miniatures—Red-Cliff. **Page 50:** Refrigerator, cook top, Flair oven, dishwasher, washer, dryer—Frigidaire. Cabinets—Whitehall. Range hood—NuTone. Sink—Elkay. Laminated plastic counter top—Formica. Flooring—Armstrong. Wall lantern light fixture—Emerson Imperial. Wallpaper—Woodson. Telephone—Bell. Mixer—Sunbeam. Ironstone teapot, creamer and sugar—Red-Cliff. Curtain fabric—Galey & Lord. Casserole, skillet—IDG, Inc. Teakettle, copper measure—S.P. Skinner. Brass hooks—Paul Associates. Earthenware mold—Bazar Francais. Dish towel, bath towels, canisters—Bloomingdale's. Pepper mill, salt shaker—Olde Thompson. Molds—Mirro. **Page 52:** Refrigerator, range, dishwasher—Frigidaire. Cabinets—Whitehall. Range hood—NuTone. Sink—Elkay. Laminated plastic counter top—Formica. Flooring—Armstrong. Ceiling lighting fixtures—Emerson Imperial. Wallpaper—Woodson. Telephone—Bell. Coffeemaker—Presto. Red porcelain finish on cast-iron cookware—Prizer-Ware. Curtain fabric—Avondale. "Shoreline" stainless steel flatware—Oneida. Ironstone tureen and octagonal compote—Red-Cliff. Salad bowl, tray—Leonard Associates. Arbuck stools—Casual Furniture. Goblets—Imperial. Canisters, placemats, napkins, napkin rings—Bloomingdale's. Plates, pineapple jar, bowl—Hathore House. Mortar and pestle—Rich's. Fern—Rosalie Gaertner. Spoon rest—Azuma. Collage on door—William Harris.

gullibility. A friend told us about watching a fellow load a station wagon with packaged dormant roses at a discount center in the middle of June. He went over and told him the plants were totally dead, that none of them could possibly grow. But the man only seemed annoyed by the advice!

Most of the large discount centers, supermarkets, and department stores buy reasonably good quality nursery stock—in some cases exceptionally fine stock. But the employees often know nothing about the handling of plants and can't tell whether they need watering, spraying, shading, or even whether they're alive or dead.

We've seen 18" yews—beautifully grown little plants—bounced around like the near-by charcoal briquets. The burlaped root balls were bone dry and reduced to shapeless bags of loose dust.

Evidently the longer plants are on sale at a non-horticultural establishment the less likely they are to be in good condition. So your best bet is to buy them as soon as possible after they come in—not wait until reduced for clearance.

At roadside nurseries and garden centers you'll often find quantities of roses, shrubs, and trees marked "special," or the equivalent, and priced much lower than other material on display. If you ask the owner or salesman about it, he may say, "It's for people who want cheap stuff." And if you seem critical, he may plead that he "can't afford to let the discount houses get all that kind of business."

Usually the "cheap stuff" is satisfactory material but of substandard grade, straggly, and poorly shaped, or of the less desirable species and varieties. As long as it's in good physical condition it'll probably give you your money's worth of satisfaction.

Sometimes, though, "cheap" plants are virtually worthless. We've seen both evergreen and deciduous trees and shrubs with root balls nowhere nearly as large as they should be for the size of the plants. Their chance of survival was close to nil.

Seasonal clearances—at the end of spring or late in the fall—are always risky. Even though a plant is marked down 50 per cent, it's no bargain if it dies during the summer or winter.

HOW TO BUY WISELY

There may be other ways you can make mistakes or be misled buying plants, but we've probably covered most of them.

Now your problem is to know how to buy plants wisely.

First of all, don't be in too much of a hurry. Learning something takes time. There are quite a few ways you can learn about plants, plantings, and nurserymen, but there's no instant method.

Get to know other home owners, new and old, in the community and take a good look at their plantings. Find out what kinds of plants they have, where they bought them, who designed the planting, and whether the owners have been satisfied. And try to decide what you yourself like or dislike about their plants and plantings.

Buy a few garden books, or borrow them from your library, and make use of them. A book on home landscaping will give you ideas about the kind of plantings you need. A garden encyclopedia will give the important characteristics of all popular plants—whether they're evergreen or deciduous, eventually grow to 2 feet, 20 feet, or 200 feet, the time and color of flowers, and so on. Use this to check on salesmen's suggestions.

Familiarize yourself with the Plant Hardiness Zone Map and the accompanying plant lists, published in our January issue, so you'll know what plants are suitable for the climate of your area.

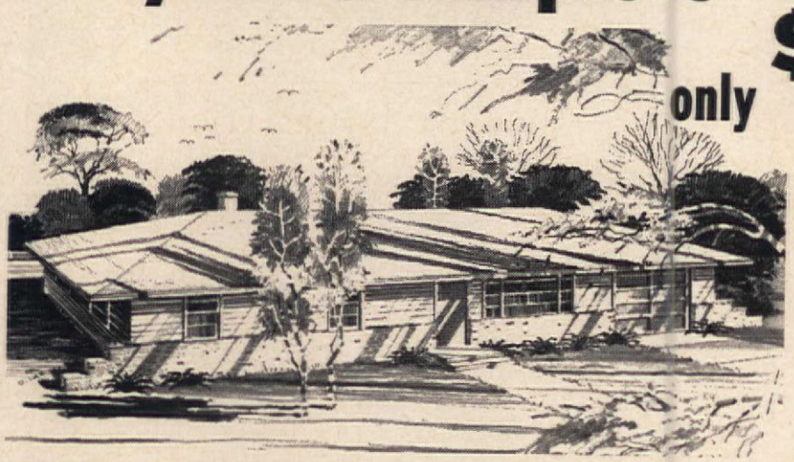
If you expect to buy from near-by nurseries, pay them a few visits, and get to know something about them, their plants, and their methods of doing business. If you plan to buy from a mail-order nursery, study its catalogue and check your choices with your encyclopedia.

The office of your county agricultural agent, at the county seat, can supply a great deal of information on plants and perhaps can offer valuable suggestions on landscaping. So can the horticulture department at your state agricultural college.

The American Association of Nurserymen (635 Southern Building, Washington 5, D.C.), the National Landscape Nurserymen's Association (P.O. Drawer 281, Leesburg, Fla.), and the National Mail Order Nurserymen's Association (Middlebury, Ind.) can all advise you of reputable nurserymen in your area or elsewhere.

Final reminder: the more you know about the plants you propose to buy, and about the nurserymen from whom you propose to buy them, the more likely you are to be satisfied with both. THE END

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ARTIFICIAL LIGHTING FOR PLANTS

B. CORY KILVERT, JR.

The "why" of fluorescent light for house plants didn't bother me. It had been explained to my satisfaction dozens of times. My problem was "where." My wife voted "no" to setting something up over a table in the living room. It just wouldn't look right, she said, to introduce such an object into a room full of antiques. Too out of character, too unattractive, too . . . Of course, there was the basement or the attic, but plants are meant to be seen.

I finally decided on the top shelf of our 19th-century secretary. I installed two fluorescent 20-watt tubes above the top shelf. A greater distance between lights and plants would have been better, but the plants I have grown seem to do well when given a daily average of 12 hours of light. A small pan of water provides adequate humidity. Most of the plants I place on the shelves are small rooted cuttings. When the plants almost reach the tubes, I remove them to other places in the house. By this time they have had a good start and show no signs of setback.

F. M. DEMAREST



Try this idea, too, with any open shelves or built-in bookcases. Plants that do well are grape ivy, African violets, and philodendrons.

LAWNS & GARDENS

Flowers (continued from page 43)

Something else to plan for is decorative foliage for use in your bouquets. It can be distinctive in either color or shape. Try bells of Ireland, coleus, and kochia. Everlastings are good for both summer and winter bouquets.

To help you get started with your planning, we've provided a list of recommended annuals (grouped according to color). Check your seed catalogues, or the display racks at your seed store, for the names of varieties in the colors you want. Most of the ones listed below are easy to grow from seed planted in the garden. A few are rather slow to reach flowering stage, so you may prefer to sow their seed early indoors or buy young started plants at setting-out time. Petunias and pansies will grow best if you purchase plants.

WHITE		BLUE & LAVENDER	
Babysbreath	W	Ageratum	I,W
Candytuft	C	China Aster	W
China Aster	W	Cornflower	C,W
Larkspur	C	Cynoglossum	C
Pansy	C,W	Larkspur	C
Petunia	I	Pansy	C,W
Scabiosa	W	Salvia farinacea	I,W
Snapdragon	I,C,W	Scabiosa	W
Stock	C	Sweet Pea	C
Sweet Alyssum	C,W	Sweet Sultan	W
PINK		**YELLOW & ORANGE**	
Balsam	W	Calendula	C,W
China Aster	W	Celosia	W
Larkspur	C	Dahlia	I,W
Petunia	I	Gloriosa Daisy	C,W
Phlox	W	Marigold	W
Pink (Dianthus)	C,W	Nasturtium	W
Snapdragon	I,C,W	Pansy	C,W
Stock	C	Snapdragon	I,C,W
Sweet Pea	C	Sunflower	W
Zinnia	W	Zinnia	W
RED			
Celosia	W	Dianthus 'Bravo'	W
Dahlia	I,W	Salvia	I,W
Petunia	I	Snapdragon	I,C,W
Phlox	W	Zinnia	W

The symbols tell when to start seed:
I. Indoors early, in warmth
C. Outdoors, early, while soil's cool
W. Outdoors, after soil is warm

MUSEUM SAMPLER ORDER FORM

The Museum Sampler Kit has been made exclusively for *The American Home* by Paragon Needlecraft.

Fill out coupon, enclosing personal check or money order (no stamps, please). New York City residents add 3% sales tax.

Please allow three weeks for handling and mailing.

The American Home Magazine, Dept. PSK, Forest Hills 75, New York

Please send me the following items:

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——Hand-joined, hand-rubbed wood frame with gold lip as shown in photograph is also available. Frame is 1½" wide, 20x25¾" over all, includes mounting board. Glass is not included. Price $6.98 each

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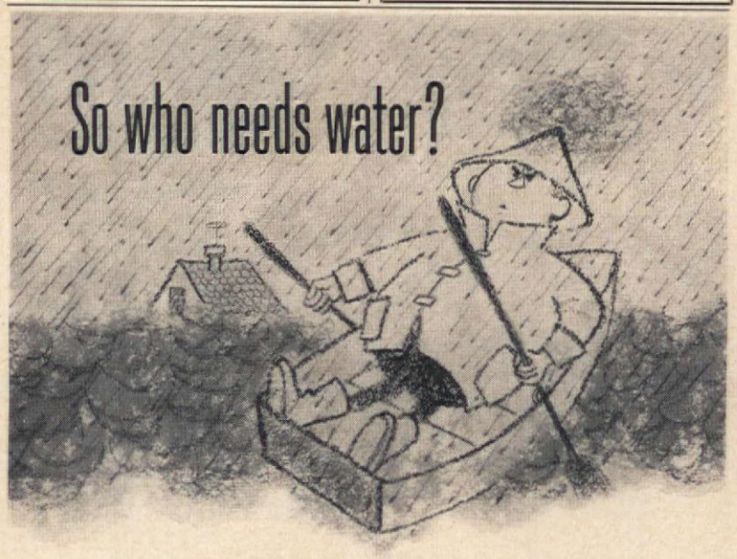
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Pella® WINDOWS

The FHA Answers Your Questions

(continued from page 8)

this program or to transfer to Section 222 a mortgage insured under another provision of the act.

I arranged for an FHA Title I loan through the contractor who was to do some work on my house. After the work was partly done, he told me he was operating on a very tight profit margin and would need money to complete the job; so I signed the completion certificate he gave me. That was two months ago. The work has never been finished and I can't get in touch with him, although I am making payments on the loan. Does the FHA guarantee completion of the job?

FHA's part of the transaction was to insure your lender against loss and make it possible for you to obtain a loan on the convenient terms available under Title I. FHA was not a party to the contract, did not inspect the work, and did not guarantee completion.

When you signed the completion certificate, you authorized the lender to pay the contractor and made yourself responsible for repaying the loan.

Everyone who has repairs or improvements made to his property should get estimates from several established local firms. He should deal only with a contractor whose work and reputation he has checked, and should never sign a completion certificate before the work has been fully completed.

Although you signed the completion certificate prematurely, FHA may still be able to help you. Write to the nearest FHA office, giving the name of the contractor and lending institution, and explain exactly what happened. In any event, this will help prevent other people from being defrauded, since FHA furnishes a list of dealers and contractors whose operations have been unsatisfactory to Title I lenders.

If you have a question for this column, please write Neal J. Hardy, FHA Commissioner, The American Home, 300 Park Ave., New York 22, N.Y.

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1 instrument sterilizer	$50
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1 kymograph manometer	$134
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No experience needed. Organizations, housewives, students, shut-ins, others can make big profits to 100% plus bonus. Just show top value items that sell on sight. Write today for salable Samples on approval. Try for 30 days — then pay for or return. Free Catalog, Sales Plan, Free Gift Offer, Details.



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CHOOSING THE BEST HOME FOR THE MONEY

Our judges had a difficult job choosing the winners from many excellent entries. The result: a selection of six top-notch homes across the nation. See them on pages 18-25.



Judges here are, l. to r.: *Herbert L. Smith, A.I.A., Assoc. Ed., Architectural Record; Hubbard H. Cobb, Editor,* The American Home; *Walter Dayton, committee chairman, Natl. Assn. of Real Estate Boards; Carton Stallard, pres. Mortgage Bankers Assn.*



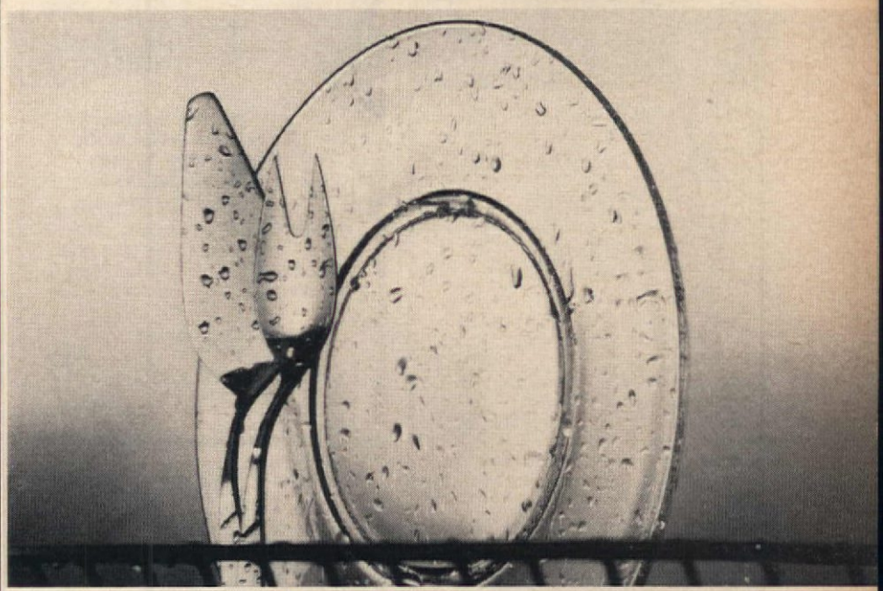
Samuel Paul, A.I.A., checks plans and photographs of two finalists.



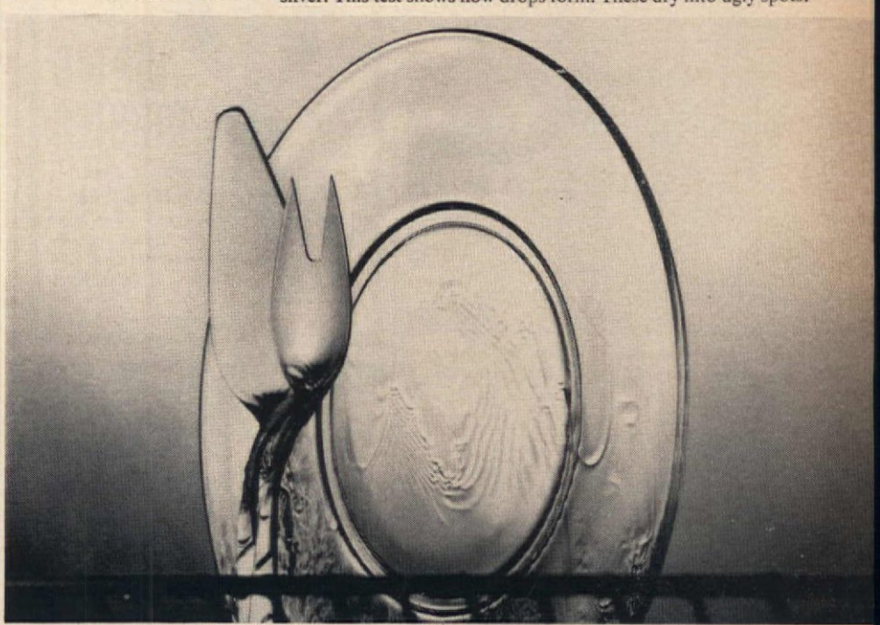
Taking a final look *before tallying up their scorecards are* American Home *editors John H. Ingersoll and Helen De Motte.*

Here's why more dishwasher owners use Cascade than any other product...

Cascade eliminates drops that dry into spots!



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CASCADE But *with Cascade* no drops form! Just as in your dishwasher, water slides off in clear-rinsing "sheets." Dishes, silver dry spotless, sparkling.

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...yet is so safe for fine china!

Only Cascade is rated safe for today's loveliest china patterns by the American Fine China Guild, whose members make Castleton, Flintridge, Franciscan, Lenox and Syracuse china. Their *exclusive* recommendation was given Cascade after testing every leading dishwasher detergent. Look for their seal of approval on every Cascade package.



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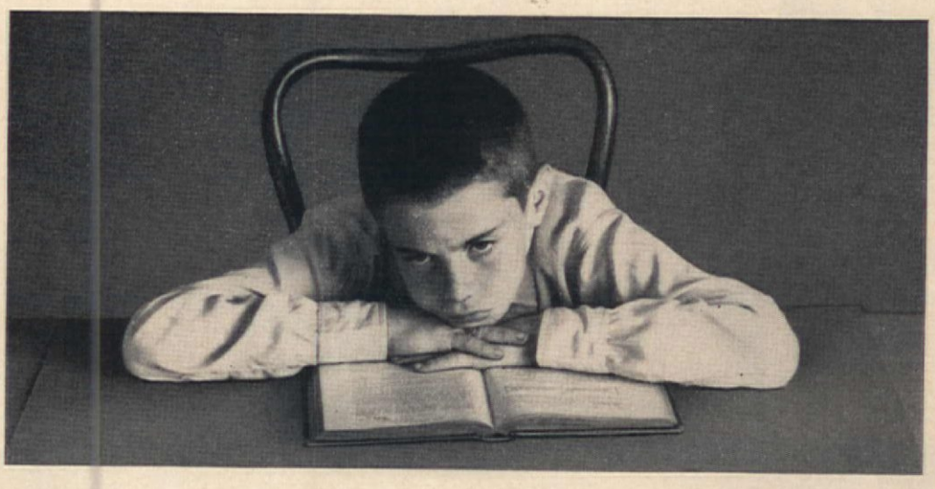
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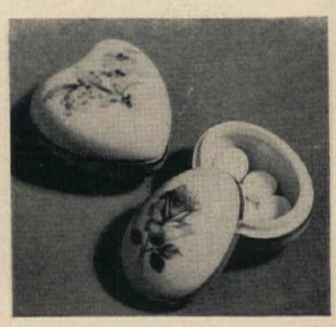
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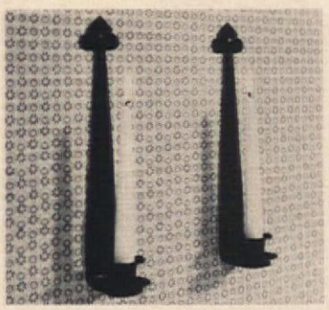
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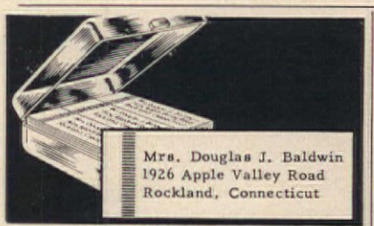


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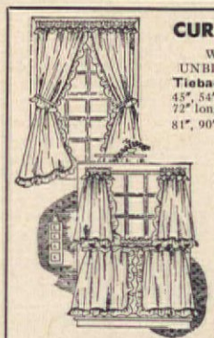
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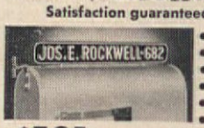
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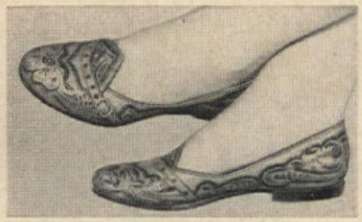
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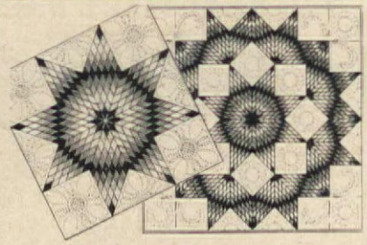
Pistol Rapping Knocker

Here's a distinctive gift that makes any door something special No—the pistol doesn't shoot, the butt simply raps a welcome "howdy, pardner—won't you let me come in?" 7¼" x 3¼". Satin-black aluminum $6.95 PP. Solid Brass $11.95 PP. Send 10c for 1962 Catalog.

The OX BOW 281 A WHITE PLAINS RD., TUCKAHOE, N.Y.



WALK ON AIR MOCCASINS! Light, bouncy foam crepe soles, choice leather. Over 223 sizes in stock. Guaranteed! Red, White, Smoke, Taffytan, Black. Women's full & half sizes 3 to 13, AAAAAA to EEE. $5.95 plus 50c post. COD's accepted.
MOCCASIN-CRAFT 65-AB Mulberry St., Lynn, Mass.



READY CUT PIECES for the Broken Star and Lone Star quilts in 10 beautiful rainbow tints set in this order: green, lime, yellow, pink, lt. rose, ruby, rose, lt. rose, lilac, lavender, blue. Cut from 80x80 preshrunk, color fast percale. In the Broken Star kit you get 1152 pieces for the center star and outside diamonds, directions, quilting pattern. You add plain blocks for finished size 90" square. Only $5.98 postpaid. In the Lone Star kit you get 288 pieces for the Star, directions, quilting pattern. You add plain blocks and border for finished size 83" square. Only $4.89 postpaid.

AUNT MARTHA'S STUDIOS, Dept 754, 1243 Swift, Kansas City 16, Missouri

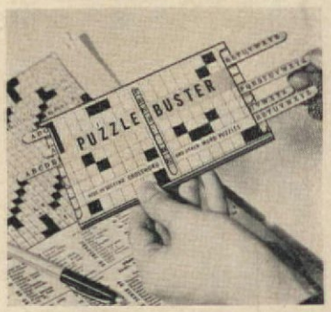
HANG YOUR HEAD coverings and the coats they go with on the five pegs of this pine rack, and you will never again be embarrassed by lack of closet space. Stationed in your entrance hall, let this 28" long rack be the first of the hospitalities in store for guests. It will also fit into the kitchen as a handy towel holder. $3.98. Crescent House, Box 621-AR, Plainview, N.Y.



CHILDREN MUST PLAY a big role in your decorating plans, whether it's on the snare drum, sax, bongos, bull fiddle, piano, or trumpet. Pictured are two of a series of six juvenile prints, 9x24". In a natural finish wood frame with red line insert, their lively colors will have the "joint jumping." $2.50 each. Museum Print Editions, 191-AH Hudson St., New York 13, N.Y.



AWAY WITH WORDS that stand in the way when solving a crossword or other word game. This puzzle buster tests thousands of letter combinations for up to nine-letter words. It works like a slide rule—as simple as A, B, C. The 3x5½" gadget is easy for the addict to use and to keep in a pocket or purse at all times. $1. Miles Kimball, 126 Bond Street, Oshkosh, Wisc.



IN THE GROOVE of this colonial-style shelf you can set your favorite show-off plate, with room left over for several other pieces from your collection. But the loveliest thing about this 24x5½" shelf with its brass-finished eagle is that it's a real show-off itself. Solid pine, hand rubbed to a mellow finish, it is 4½" in height. $8.25. Old Guilford Forge, Dept. AH, Guilford, Conn.



UNDER FOOT gear and muddy shoes, this mat will be a welcome protection against soiled carpets. And, at the same time, the 18x34" semicircle lends an air of hospitality at the threshold of your home or in any room. A black border surrounds a colorful pattern on beige in this hand-hooked cotton rug. $5.95. Manchester Ind., 365 W. Sunrise Hwy., Freeport AH, N.Y.



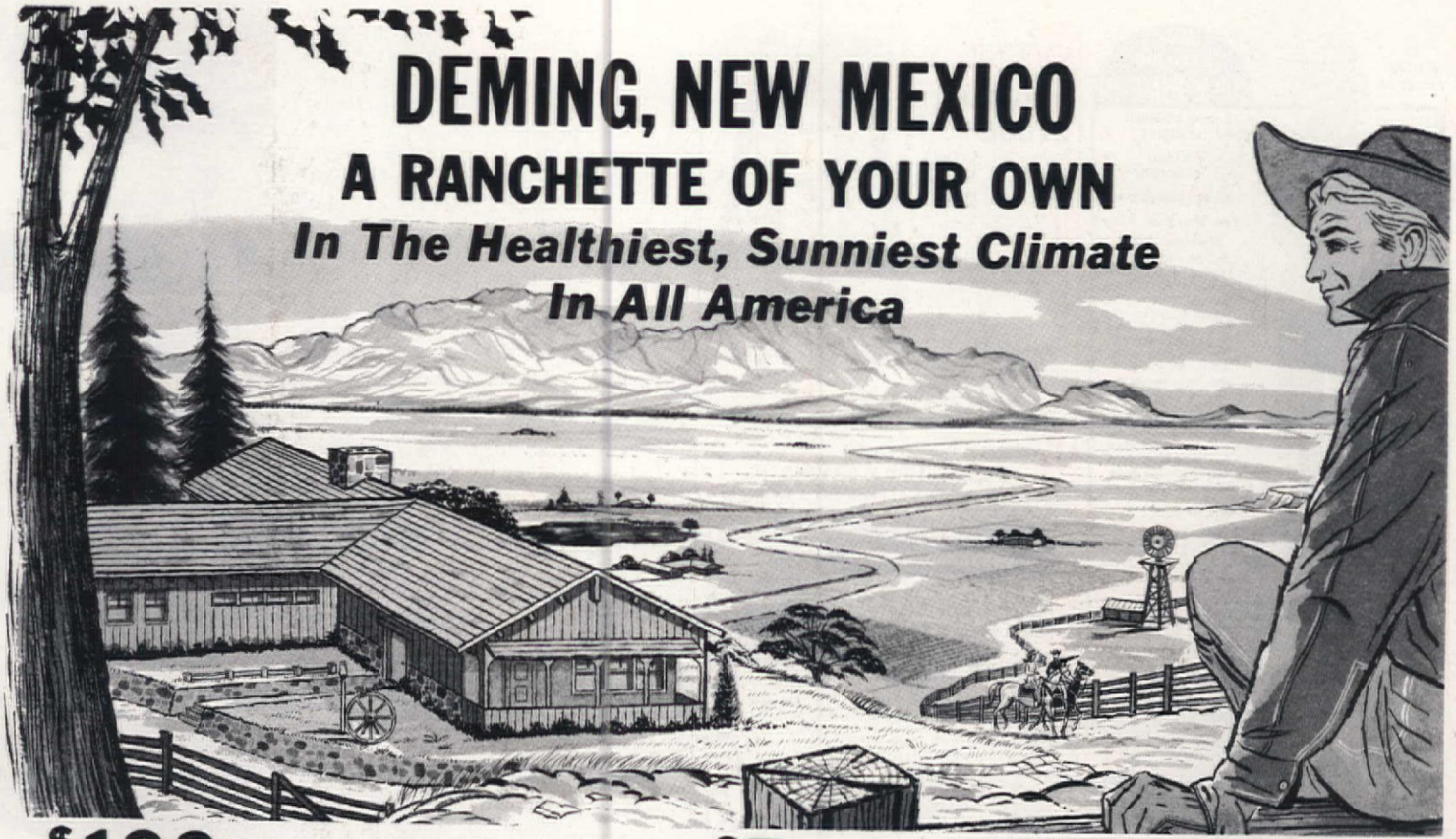
UNDER THE TABLE top there's a bouquet of flowers for people with the good taste to own one of these Capri tables. Only 18" high, its 10x10" clear glass top is supported by sturdy wrought iron, with a white or gold finish. Perfect for a pretty bedroom. You'll want another for the porch at the first sign of spring. $6.95. Patio Sales, Box 25, Dept. AH, Highland Park, Ill.



DEMING, NEW MEXICO

A RANCHETTE OF YOUR OWN

In The Healthiest, Sunniest Climate In All America



$199 PER HALF ACRE $5 DOWN $5 PER MONTH

There is a broad ribbon of highway that begins in the heart of Savannah, Georgia and winds for 3000 miles to its terminus in exciting Los Angeles. This ribbon is mighty Route 80 – **the most travelled all-weather highway in the U.S.** Millions of Americans have followed it to the West, coursing through the rich hills of Georgia and Alabama, passing through the heart of Mississippi and Louisiana and entering into the plains of Texas. Gradually the scenery begins to change. Texas begins to roll; distant hills become higher. Then suddenly one emerges into "The Land of Enchantment." New Mexico's wonders erupt in a blaze of color and majesty. The mighty mountains thrust themselves, tree-topped, into the unimaginable blue of the sky. Dust and smoke have vanished from the air and the lungs drink in great delicious draughts in heady delight. If it is wintertime snow may cap the lofty mountains. If it is spring or summer or fall the unspoiled air touches the skin softly and the feeling of well-being is nowhere else equalled. But winter or summer, it is almost certain the sun will be shining in New Mexico – the sunniest, healthiest state of all 50. Yet great 80 is just beginning to take you through the sunshine wonderland of America. In the tropical southwestern pocket of our country you glide through towns like Las Cruces and Deming. A short while westward and you are in Tucson and Phoenix, Arizona, and from there the West Coast beckons. But nowhere in this enchanting Southwest is there a more beautiful area than the mountain-rimmed, pure-aired New Mexico region of **Las Cruces** and **Deming.**

To live anywhere in New Mexico is to live better. The superb climate, naturally air-conditioned in the summer and brilliantly sunny in the winter – the breathtaking beauty of a lavish Nature – the young vigor of a state that is causing an unprecedented business and investment boom – the record which shows that one lives longer, that health improvement is almost miraculous – these are the reasons that tens of thousands of Americans already have come here to live, and hundreds of thousands of others will be following in the immediate years ahead.

Consider then: Here in the center of this miraculous climate and beauty are towns which have grown amazingly in the last 10 years. Las Cruces, for example: In 1950 it had 12,000 people. By 1960, 37,000 . . . **a rise of 300% in 10 years!** (How about your town? Has it grown 3 times its size in 10 years?) Like Tucson and Phoenix, this area is a beautiful semi-tropical paradise where palm trees and long staple cotton-fields flower the landscape. Statistics show the same 85% of possible sunshine, summer and winter; these same figures reveal even purer, drier air than in Phoenix or Tucson.

A few minutes from the flavorful city of Deming (population 8,000) is a 5,000 acre Ranch, picture-framed by the breathtaking Florida Mountains. So real, so beautiful, so typically the romance of the Southwest is this valley Ranch that it has been photographed for the covers of many magazines including the official publication of the State of New Mexico. **What better way to describe its Southwestern flavor than to tell you that when the producers of the movie THE TALL TEXAN sought an authentic locale for their picture, they chose the very land we are now sub-dividing into the DEMING RANCHETTES. THE TALL TEXAN was filmed on our ranch, the same place where you may have a Ranchette of your very own!**

This is the lovely basin of land where heavy equipment is now at work constructing wide roads facing every DEMING RANCHETTE. Every Ranchette will have direct access to avenues leading to three major highways surrounding our property – U.S. Highways 80, 70 and State Highway 11.

DEMING RANCHETTES is blessed with water which is called "America's finest drinking water, 99.99% pure." (Almost every shop in Deming displays this proud claim in its window.) Home building has already begun in DEMING RANCHETTES and electric lines and telephone connections await you. Schools, hospitals, churches, shops, theaters, golf course, tennis courts – these are close by in the charming growing city of Deming. Fertile soil is yours for the planting, and wait until you see the stunning landscape of cotton fields in bloom. Fruit trees . . . apple, peach, pear and plum . . . do not grow better anywhere.

And the price of your Ranchette? Just $199 complete for a half-acre, $5 down and $5 monthly. That's the complete price—no extras, no interest, no taxes! At this moment you may **reserve** as many half-acre sites as you wish but please bear this in mind: **DEMING RANCHETTES** is not an enormous development and land such as this goes fast. At these prices you may want your Ranchette to be larger – one, two – even five acres. An **immediate** deposit will guarantee that your half-acres will adjoin each other (this may not be so in the near future). **And you take no risk in sending your deposit.** Your $5 per half-acre will definitely **reserve** your land but does **not obligate** you. **You have the unqualified right to change your mind 30 days after we send you your Purchaser's Agreement, Property Owner's Kit, Maps and Photographs** – 30 full days to go through the portfolio, check our references, talk it over with the family. If, during that time, you should indeed change your mind your reservation deposit will be **instantly** refunded. **(Deming and Albuquerque Bank references.)**

Ten years ago, in nearby Las Cruces, a comparable fertile half-acre such as we offer in DEMING RANCHETTES could have been bought for $199. Today it's up to $2000! Experienced realtors predict the same future for Deming – in a much shorter time! If this makes sense to you your next act is mailing the coupon below. And one more thing: we promise that no salesman will annoy you. Thanks, sincerely, for your attention.

DEMING RANCHETTES DEPT. L-58
112 West Pine Street, Deming, New Mexico

Gentlemen: I wish to reserve the following site in Deming Ranchettes:

- ☐ ½ acre for $199. I enclose $5 as a deposit.
- ☐ 1 acre for $395. I enclose $10 as a deposit.
- ☐ 1½ acres for $590. I enclose $15 as a deposit.
- ☐ 2½ acres for $975. I enclose $25 as a deposit.
- ☐ 5 acres for $1925. I enclose $50 as a deposit.

Please rush complete details, including my Purchaser's Agreement, Property Owner's Kit, Maps, Photographs and all data. It is strictly understood that I may change my mind within 30 days for any reason and that my deposit will be fully and instantly refunded if I do.

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I. R. FOX, 146 W. 29th St., Dept. G-1, N.Y.1.

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What a fun way to sit! Keep these colorful stools in kitchen, playroom or den and you'll be set for good talks, good food, and good drink. Comfortably cushioned with a beige hand-hooked pad, strikingly accented with rooster motif, this cocky perch of a hundred uses is skillfully crafted of sturdy, solid oak. Your choice of 24" or 30" height for counter or bar . . . or 18" height so perfect for all occasional seating. You'll want several for your own home and for unique gifts.

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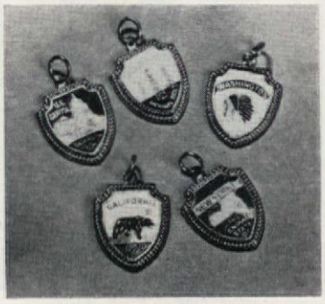
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HOPPIN' DOWN THE BUNNY TRAIL in time to greet the first day of spring or make an Easter centerpiece are three white rabbits with pink ears that any little girl would adore having for her room. The large 10½x5½" high rabbit for flowers or a plant is $2.49 plus 40c post. Set of two 3½x4" bunnies, $1.29 plus 25c. Helen Gallagher, 413-AH Fulton St., Peoria, Ill.



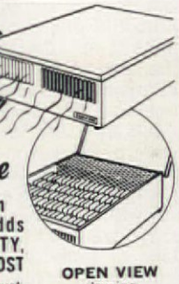
A STATELY MANNER of charming your Valentine would be to give her a small symbol of your affection. These charms of state seals, enameled on sterling and only ¾" high, are just the thing. She can begin a bracelet with a charm for each state she has visited. All states plus Washington, D.C., $1 each, including tax. Zenith Gifts, 4672 P.O. Building, Brighton 35, Mass.



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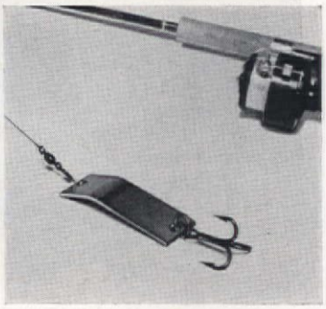
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STICK TO YOUR GUNS in the decorating of den or boys' room, and you'll hit the target with these replicas of 18th century flintlocks. The pair includes one French and one American shooter, made of ceramic and hung on rust colored burlap. The 12½x6½" black wooden frame is felt backed. The pair is $6.95. Here's How Co., 95-AH Fifth Avenue, New York, N.Y.



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COST JUST A DIME APIECE!

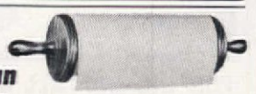
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- **Exciting fluid drape.**
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- **High bosomed bandeau.**
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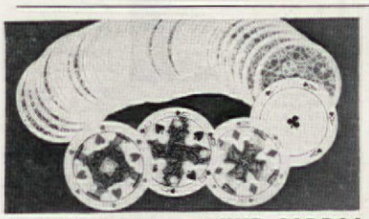
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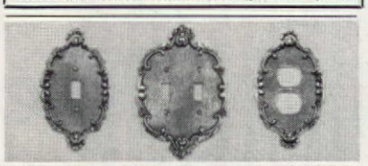
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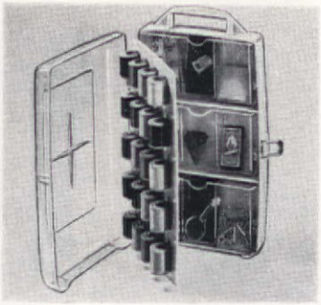
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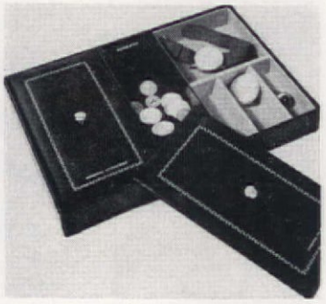
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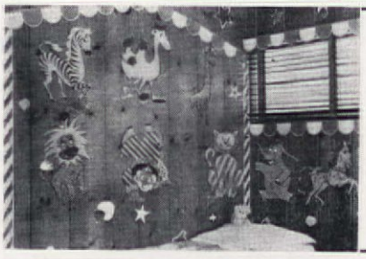
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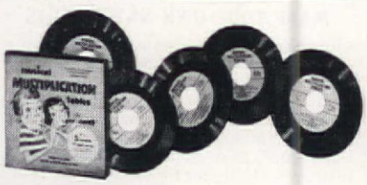


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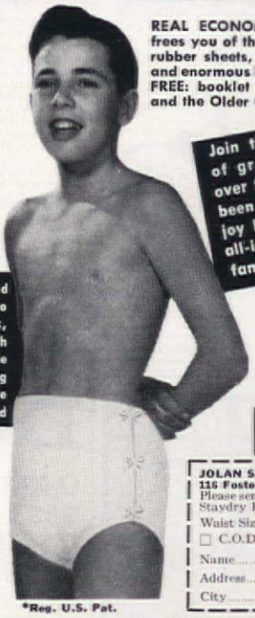
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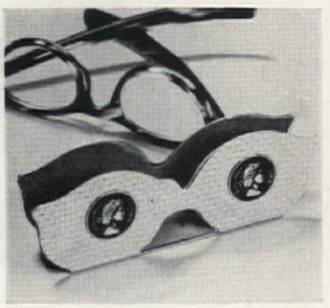
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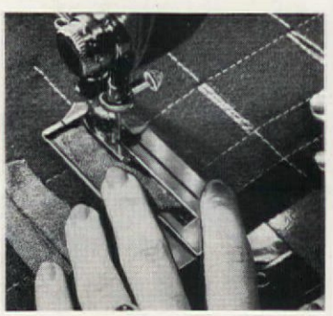
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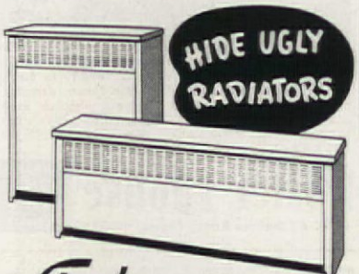
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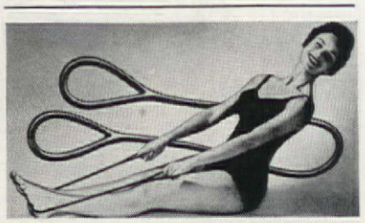
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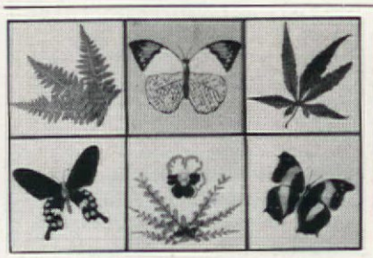
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current outlook

Here's the last word as we go to press on last-minute news, trends, or possibly gossip from the notebooks of your ever-on-the-go editors.

Future housing: Most talked-about ideas at Natl. Assn. of Home Builders' convention (record attendance of 37,000) that will affect your next new house were:

Cluster zoning. Briefly, this means town houses or detached homes in a cluster that would create a small lot for each house, but a large portion of greensward in common ownership.

Furniture with the house. Seriously considered in conferences, this idea includes both built-in and free-standing furniture. Builders see it as a bonanza in the housing market for young marrieds. We see it as a bust unless builders give you a wide choice of colors, styles, and price.

Package homes. Your new home prices may come down some, if the industry moves in the direction convention talk indicates. Most excitement was generated by the increasing number of factory-manufactured homes that arrive at the site in one, two, or three huge sections. The idea: to cut on-site labor time to save money.

The world's first gas dishwasher has now gone into full production. Made by Preway Inc., it is similar in design to other types of front-loading dishwashers, but it operates on natural, manufactured, or LP gas. It will sell for approximately $380.

Don't buy later: Thinking about getting that new home? You'd be wise to buy as soon as you can, because interest rates on mortgages are going up. (Don't pay any attention to this if you're going to buy your home with cash.) This is the opinion of mortgage bankers, government officials, building statisticians, and leading housing economists. When it's that unanimous an opinion, it's a pretty good bet they are right.

Full assessment: Soon after *American Home*'s November, 1961, article on *How to Fight Unfair Real Estate Assessments*, the Massachusetts Supreme Court ruled that real estate must be assessed for tax purposes at full market value, not a percentage of market value. When this happened in Connecticut, the legislature passed a law which reversed the decision by putting assessments back on a percentage basis. Eventually, we think, all states will operate on a percentage basis. Reason: full market value assessments are almost impossible to administrate effectively. It would mean constant revision of everyone's assessment, perhaps as often as every six months.

Take shelter. The flood of packaged food and water supplies for fallout shelters is reaching high tide. Many products sold either individually or in kits are fine—but some are getting the beady eye from the Better Business Bureau. A BBB report points out that what is offered varies considerably in caloric and nutrient content. Actually the report says, "it is not necessary to purchase special food and water for an emergency stockpile. If desired, food can be that normally purchased in grocery stores, provided the items are in cans, jars, or tightly sealed paper containers. Tap water, or other clean, safe water, if properly stored in clean containers with tight-fitting caps or tops, can adequately supply the water ration." They stress that the Office of Civil Defense has *not* established specifications for emergency food and water, nor does it approve, recommend, or endorse specific commercial products.

Shelter Sequel: FHA Commissioner Neal Hardy tells us the story of a Los Angeles woman he advised on financing a fallout shelter. As instructed, she checked her local bank, found they were willing to finance it with either a 10- or 20-year mortgage, and then she told Neal Hardy, "I know the people at *that* bank. If they're willing to make a 10- or 20-year loan, I don't need a shelter!"

Atoms that glow in the dark may take the fumble out of finding the keyhole in your new automobile. A nuclear-age material called tritium has been released by the Atomic Energy Commission for civilian use. A few particles of it, inserted into the door lock, will glow indefinitely. Car makers will feature it on many 1963 models. And there's no reason why the same idea can't be adapted for home locks and light switches next.

Hurrah for a new feature on the Waste King/Universal dishwasher. The top basket is removable, leaving a special flat rack to hold large broiler pans, big kettles, and huge utensils that ordinarily could not be accommodated.

Everything's built in. On the heels of the trend toward built-in major appliances, we see built-in small appliances.

Two built-in coffee makers lead the parade. The Coffee Butler by Havajava Mfg. Corp. is installed in the wall and brews one cup at a time, instantaneously. It is adjustable for any strength and temperature, and stores one and a half pounds of ground coffee right within its cabinet. It is about $250. How's that for a cup of tasty coffee?

The other, from Cory Corp. hangs below the wall cabinet, just above the counter top. This will retail for approximately $295. It brews 2 to 12 cups of coffee in less than 4 minutes, and provides instant hot water for tea, soups, and other uses.

A built-in toaster which makes four slices at one time we expect will be the next built-in appliance in line. Swanson Mfg. Co. expect to have it in production shortly to sell for about $65.

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